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CATTLE
CONNECTION**

**Spotlight on
HEREFORD**

JUNE 2026 • Vol. 40, Issue No. 6

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The Carolina Cattle Connection and your state cattlemen's associations are committed to serving you and helping strengthen our industry. To ensure we are meeting your needs, we invite you to participate in a brief survey about your communication preferences and The Carolina Cattle Connection.

The N.C. Cattlemen's Association & S.C. Cattlemen's Association are partnering with the Livestock Advertising Network and the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources to refine our magazine and improve our communication efforts and readership across the Carolinas.

Your feedback will help us better understand what information is most valuable to you, how you prefer to receive updates, and how we can continue to improve both our communications and publication.

The survey will only take a few minutes, and your responses will play an important role in shaping future association efforts. At the end of the survey, you will have the option to enter for a chance to win a \$50 gift card provided by the Livestock Advertising Network.

To complete the survey, visit <https://piecenter.com/cattlemag/> or scan the QR Code above. You may also contact your state's Cattlemen's Association office for assistance.

THANK YOU FOR TAKING THE TIME TO SHARE YOUR PERSPECTIVES AND FOR YOUR CONTINUED SUPPORT!



By MILO LEWIS, N.C. Cattlemen's Association

Director's Report

The Work Behind the Scenes

Most days, the work of the N.C. Cattlemen's Association doesn't make a lot of noise. It doesn't always show up in headlines, and it doesn't always happen in a place you can see. But it is steady, and it is happening every day on behalf of cattle producers across North Carolina.

That work takes a lot of different forms. It looks like bringing practical education opportunities closer to home — programs like Beef Systems Field Days, reproductive management schools, and other hands-on efforts designed to help producers make informed decisions and improve their operations.

It shows up in research being done right here in North Carolina, focused on real world challenges like reproductive success, forage systems, feed efficiency, and managing heat stress. These projects are aimed at helping producers raise cattle more efficiently and more profitably under the conditions we all face.

It includes investing in the next generation through support of youth programs like 4-H livestock initiatives, making sure young people have opportunities to learn, grow, and stay connected to this industry.

A big part of the work happens in places most folks don't always have time to be, but where it matters. That includes time spent with legislators here in North Carolina and in Washington, D.C., making sure cattle producers are represented when decisions are being made.

Recently, members of our Executive Committee and Legislative Committee spent time at the N.C. General Assembly, meeting directly with lawmakers and staff. Those conversations weren't just introductions. They were meaningful discussions about the issues impacting your operations, from regulatory pressure to market access and the long term sustainability of agriculture in our state.

We also recently participated in an event with N.C. Ag Partnership, alongside other agricultural commodity groups and stakeholders from across the state. Opportunities like this matter because they bring agriculture together with a unified voice. Building and maintaining those partnerships strengthens our ability to advocate, collaborate, and move the industry forward, not just for cattle producers, but for agriculture as a whole in North Carolina. Advocacy is one of the clearest examples of how member leadership translates into action.

As you read this, we've just returned from Washington, D.C., where a group of Executive Committee members met with congressional officials. Those visits provided an opportunity to share the real world perspective of North Carolina cattle producers,

reinforce key priorities, and strengthen relationships critical to ensuring our industry has a voice at the federal level.

Those efforts matter. Relationships matter. And showing up consistently is what allows this association to advocate effectively on your behalf.

Just as important is the work being done to build trust with consumers and keep beef in a strong position in the future. Through ongoing outreach and promotion, we're helping tell the story of agriculture and the people behind it.

None of that happens accidentally. It takes producers from across the state, representing all segments of this industry, who are willing to step up, serve, and help guide the direction of this association. The work being done reflects the priorities and input of people who understand what it means to make a living in this business.

While much of it happens behind the scenes, the goal is simple — make sure NCCA is working in a way that supports you and your operation.

You will continue to see new efforts that build on that commitment, including the Member Benefit Partner Program, which is focused on returning practical, day-to-day value back to our members through savings and opportunities tied directly to your operation.

That work and the people behind it are what guide the decisions being made to keep this association strong moving forward. At the end of the day, this association exists to serve cattle producers across North Carolina.

We appreciate the role you play in it and the trust you place in it. That's something we don't take lightly. If you've got questions, I'd welcome a conversation anytime. After all, this association belongs to you.



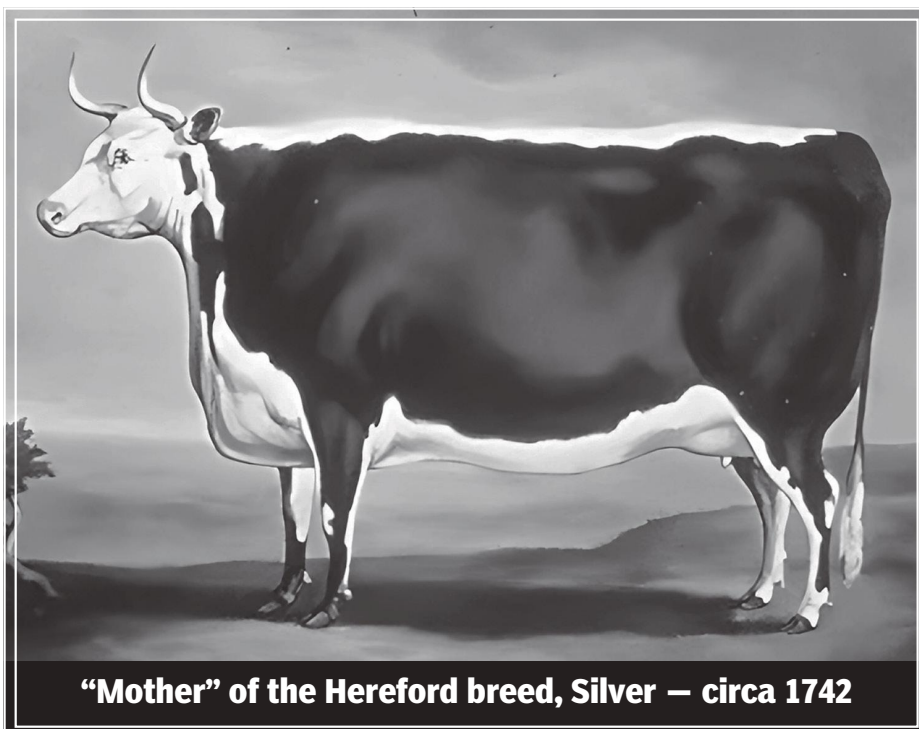
SPOTLIGHT on HEREFORD

Hereford Heritage

The Hereford breed originated as a product of necessity. Efficient, adaptable, and hardy, these cattle have always had a face to remember.

Nearly 300 years ago, farmers of Herefordshire, England, founded the breed in response to demand created by Britain's Industrial Revolution. Efficient production, high yields, and sound reproduction were of utmost importance.

Benjamin Tomkins is the one to thank for the original design. A primary founder of the breed, Tomkins began in 1742 with a bull calf from the cow Silver and two cows, Pidgeon and Mottle.



"Mother" of the Hereford breed, Silver – circa 1742

Kentucky statesman Henry Clay brought Herefords to the United States in 1817. A true Hereford identity was not established in the states until William H. Sotham and Erastus Corning of Albany, N.Y., began the first breeding herd in 1840.

Among other renowned early Hereford breeders were Charles Gudgell and Thomas A. Simpson of Missouri. Their big break came with the importation of Anxiety 4, a bull credited as being the "father of American Herefords."

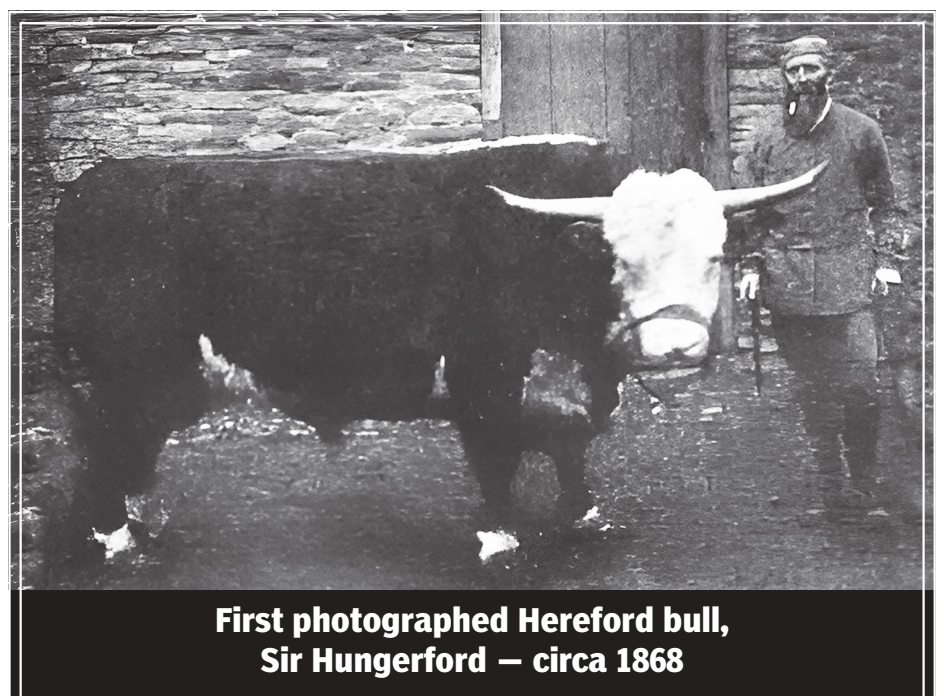
A few of these early breeders came together in Chicago on June 22, 1881. The result was the foundation of the American Hereford



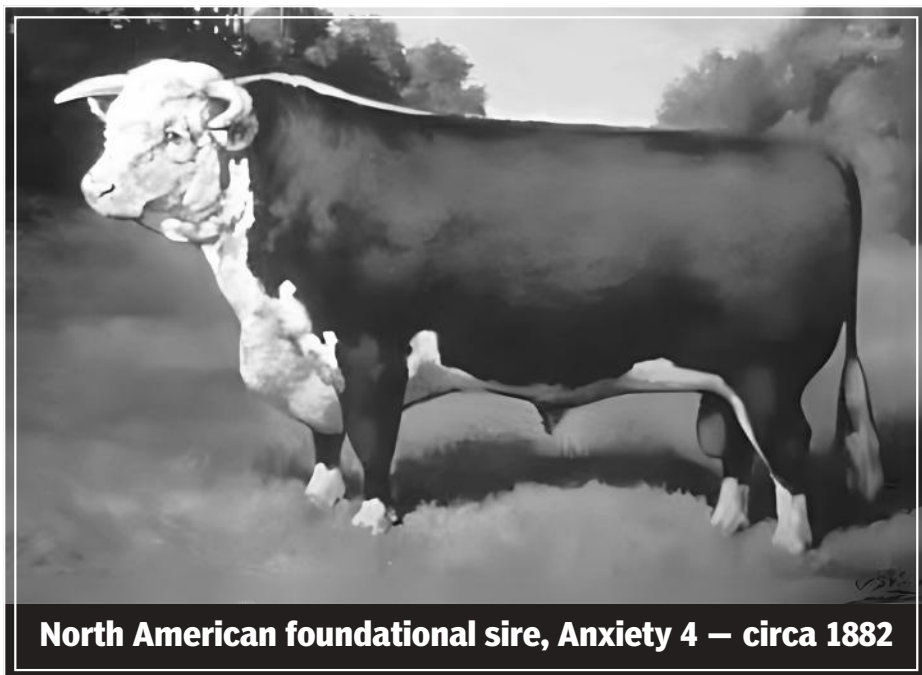
English Royal Show champion bull, Cotmore – circa 1839

Cattle Breeders Association, later renamed the American Hereford Association (AHA). Its purpose was two fold – to keep the breed's records and to promote the interests of its breeders.

Seven years later, Warren Gammon noticed naturally hornless Herefords at the Trans-Mississippi World's Fair in Omaha, Nebraska. He decided to fix the hornless trait using the bull Giant



**First photographed Hereford bull,
Sir Hungerford – circa 1868**



North American foundational sire, Anxiety 4 – circa 1882

and 11 Hereford females. In 1910, the American Polled Hereford Association (APHA) was founded.

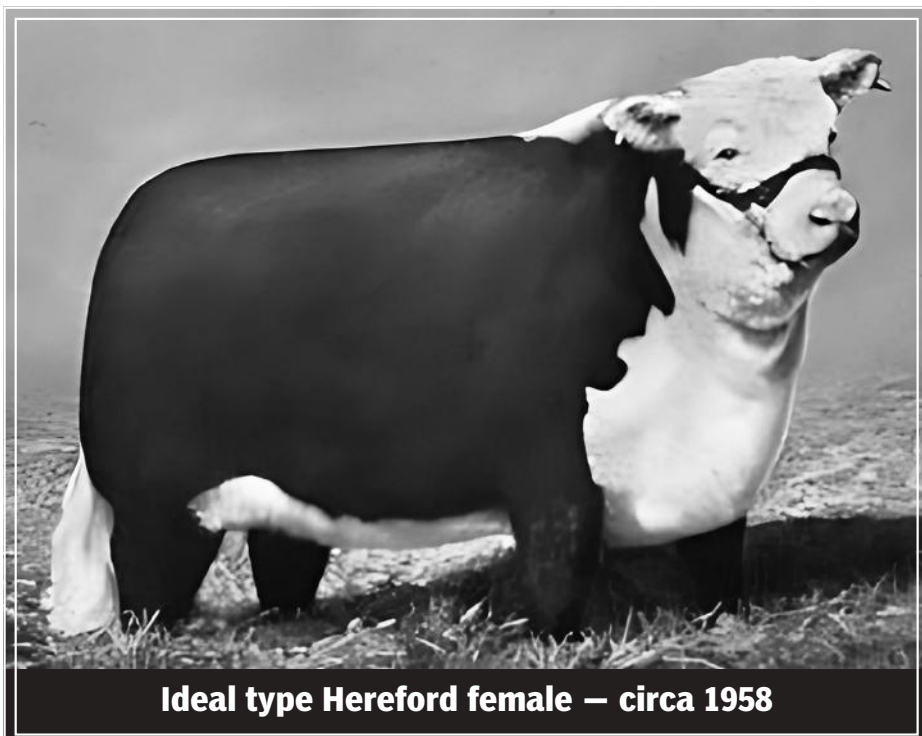
The two Hereford associations merged in 1995, keeping the AHA title. The AHA now registers all horned and polled Herefords.

Through the years – Shows and expositions contributed greatly to a growing Hereford popularity. The breed’s doing ability, coupled with early maturity, revolutionized American beef production.

To achieve this desired early maturity, breeders in the 1930s and 1940s sought short, low set, wide and deep bodied cattle. Success eventually became a downfall.

Compact, fat cattle continued to excel in the show ring into the 1950s. However, beef packers were starting to pay less for over fat cattle. The American diet was calling for leaner, more heavily muscled carcasses. Hereford breeders stepped up to the challenge.

Beginning in the 1960s, breeders focused their attention on tools such as performance testing, artificial insemination, objective measures, embryo transfer, and sire evaluation. These tools allowed the rapid genetic change needed to bring Herefords in synch with

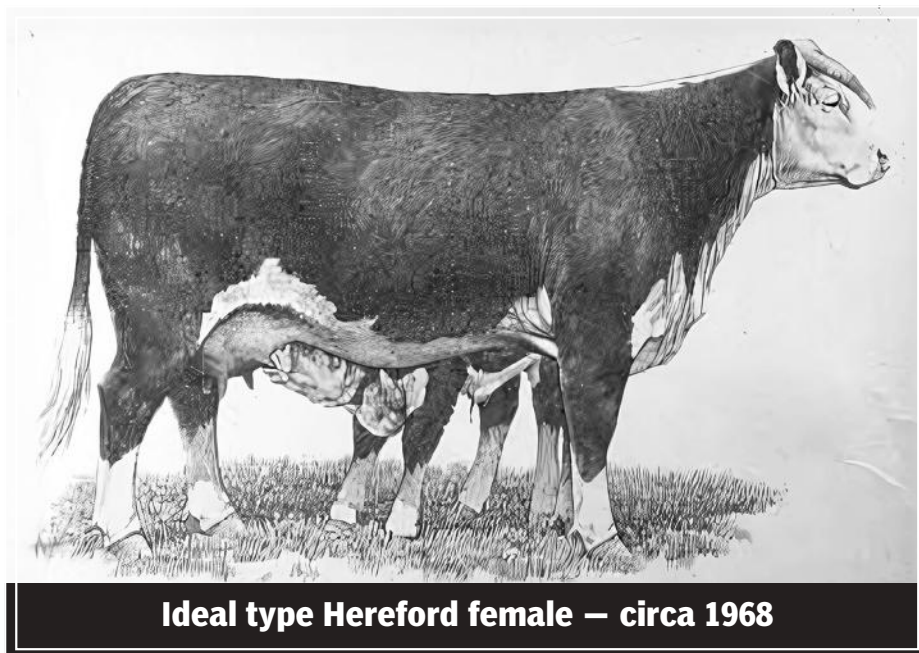


Ideal type Hereford female – circa 1958

consumer and industry expectations.

A broad genetic base allowed Hereford breeders to select stock comparable in size and performance to competing “exotic” European breeds. Although major changes were made, breeders didn’t lose sight of fundamental Hereford traits, particularly fertility and docility.

A new goal was established in the late 1980s – formal documentation of Hereford performance in the feedlot and on the rail. Colorado State University animal scientists conducted related tests for the AHA from 1991 to 1993. Superiority was noted in average daily gain, feed conversion, and cost of gain.



Ideal type Hereford female – circa 1968

Further studies in the early 1990s demonstrated the quality of Hereford beef. Regardless of marbling, Hereford steers consistently excelled in tenderness, juiciness, flavor, and palatability.

These findings led to the formation of a branded beef product known as Certified Hereford Beef (CHB). In 1994, the AHA, Midland Cattle Company, and its affiliate, Mid-Ag, came together to market



Transformational Polled Hereford sire, Predominant 25U – circa 1969

Hereford Heritage continued on the next page

Summer Interns Join the AHA. Five college students from across the country recently joined Team Hereford for the summer. Isabella Hewitt of Sandyston, N.J., and Grace Stott of Redmond, Ore., joined the AHA on May 18. They will be assisting with the day-to-day operations of the National Reference Sire Program (NRSP) — these two internships are offered in partnership with Olsen Ranches Inc. The American Hereford Association (AHA) also welcomed Carli Doerge of Henderson, Tex.; Skyler Ward of New Paris, Ohio; and Gentry Warner of Arapahoe, Neb., to Kansas City, Mo., on May 20, for dynamic internships with the communications and youth activities teams.

“Each summer, the interns bring a wealth of knowledge and new perspectives to our team,” says Jack Ward, AHA executive vice president. “We are eager for them to learn from our staff, assist with projects within their respective departments, and meet Hereford breeders within the Association.”

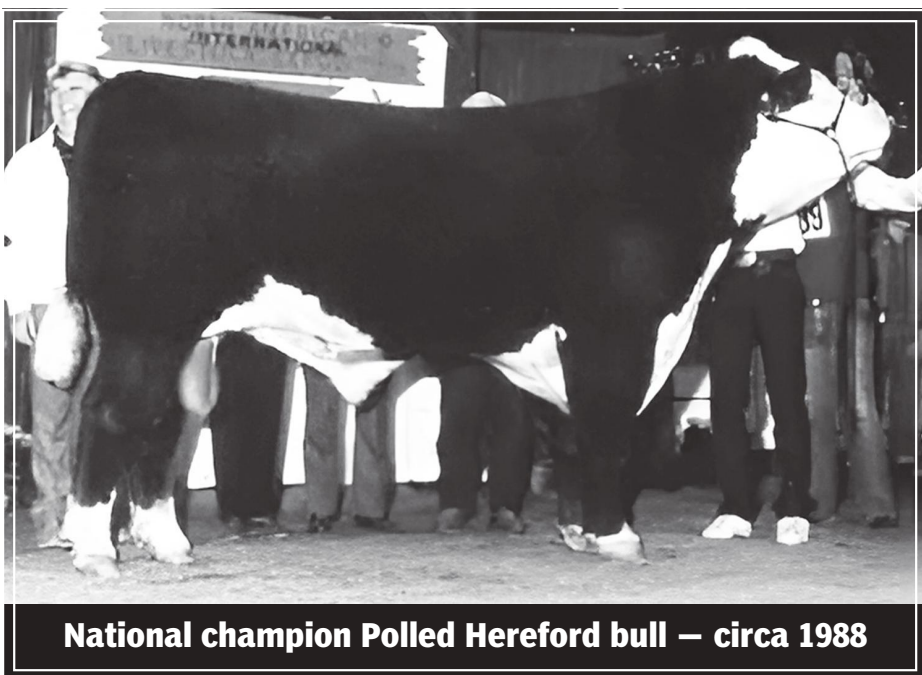
Carli Doerge, Youth Activities intern, is one of two AHA youth activities interns. In her role, she will assist the National Junior Hereford Association (NJHA) with the annual VitaFerm Junior National Hereford Expo (JNHE). She also will collaborate with Association staff on other NJHA projects, such as the Faces of Leadership conference.

Doerge is from Henderson, Tex., and is a senior at Sam Houston



State University, pursuing a degree in animal science with a minor in agricultural business. She earned her associate's degree at Murray State College in Tishomingo, Okla., where she competed on the livestock judging team. Doerge has traveled across the country competing

Hereford Heritage *continued from the previous page*



CHB. Mid-Ag, later renamed Red Oak Farms, was licensed as the exclusive seller of CHB. In October 1998, the AHA board of directors pulled exclusivity from Red Oak Farms due to its failure to meet license covenants.

The Greater Omaha Packing Company was licensed as the second company to produce and market CHB in November 1999. The following October, the AHA formed a limited liability

corporation, CHB LLC, for management of the CHB program.

Hereford history was made during the second week of 2005. CHB had its first million pound week when packers sold approximately 1.3 million pounds of product to participating retail locations and foodservice outlets.

To strengthen demand for Hereford cattle, Certified Hereford Beef LLC commits to superior customer service, competitive pricing, and creative marketing strategy as cattlemen continue to seek the optimum traits inherent in Herefords. Those traits critical to survival in the cattle business are exactly the same traits Hereford offers today's industry:

- Fertility
- Reproductive performance
- Feed efficiency
- Optimum size and growth
- Documented feedlot and carcass superiority
- Low maintenance costs
- Optimum muscling
- Optimum milk
- Adaptability and hardiness
- Superior disposition
- Soundness
- Crossbreeding advantages



in numerous livestock judging contests while also gaining valuable industry experience through internships with national livestock shows and breed associations, including Beefmaster Breeders United.

Following graduation, she plans to pursue a master's degree in agricultural sciences with an emphasis in meat science research. She hopes to continue her career working with a breed association focused on youth development and industry outreach.

Skyler Ward, Youth Activities intern, is also an AHA youth activities intern. Her position includes assisting with the production of JNHE along with other NJHA endeavors.

Ward is a New Paris, Ohio, native, and she operates Team Ward Genetics, an Angus and Shorthorn operation, alongside her family. She began her collegiate career at Lakeland College, where she was a member of the livestock judging team. During her time there, she earned All American honors and completed her associate degree.

Ward transferred to Kansas State University (KSU) and graduated with her bachelor's in animal sciences and industry. At KSU, she was a member of the 2025 reserve national champion livestock judging team and meat animal evaluation team. She was also actively involved in the Block and Bridle Club and the Swine Club and completed several undergraduate research projects.

Ward gained valuable industry experience through internships with the American Junior Simmental Association and through her research roles at KSU. She plans to return to KSU this fall to continue her education in animal nutrition and serve as assistant livestock judging team coach.

Gentry Warner, HPI and AHA Communications intern, is interning with the AHA and Hereford Publications Inc. (HPI). She will help with various communications and HPI projects, including social media content creation, email marketing, and annual meeting preparation. Additionally, Warner will write stories and provide photography for the *Hereford World* and *Baldy Advantage* magazines.

Warner is from Arapahoe, Neb., where her family owns and operates Warner Beef Genetics. She will be a senior at KSU pursuing a bachelor's degree in agricultural and natural resources communications and a minor in animal sciences and industry. She is involved inside and outside of the classroom, completing internships for the National Cattlemen's Beef Association and Nebraska 4-H, as well as serving on multiple campus leadership teams and as the current president of the American Gelbvieh Junior Association board.

Following graduation, she plans to pursue a master's degree in

agriculture education and communications and hopes to continue her career working in breed association communications.

Isabella Hewitt, Breed Improvement intern, is a breed improvement intern. She will be based at Olsen Ranches in Harrisburg, Neb., where she will assist with calving, breeding, data collection, and day-to-day ranch operations as part of the NRSP.

Hewitt is pursuing a bachelor's degree in animal sciences and industry with a focus on production and a minor in agribusiness at KSU. She is also working towards a certificate in beef cattle ranch management. Outside the classroom, she is a member of the meat judging team and KSU Collegiate Cattlewomen. She is a student employee at the KSU Purebred Beef Unit, along with being an active NJHA member and former president of the New Jersey Junior Polled Hereford Association.

Grace Stott, Breed Improvement intern, is also serving as a breed improvement intern. She will work with Olsen Ranches to gain real world experience across all phases of beef cattle production by completing day-to-day ranch operations as part of the NRSP.

Stott is pursuing a bachelor's degree in animal science and a minor in agriculture business at Colorado State University (CSU). Stott is on the Seedstock Merchandising Team, where she works closely with fellow teammates to organize and host the annual university bull sale. Stott is also a CSU Ag Ambassador and serves as the director of constitution and procedures.

"We are so happy to have Grace and Isabella at Olsen Ranches for the summer," says Shane Bedwell, AHA director of breed improvement. "This internship, hosted in partnership with the Olsens, provides valuable hands-on ranch management experience and a firsthand look at the NRSP, a foundational piece of AHA breed improvement efforts."

The AHA is excited to welcome another group of interns into the office. To learn more about the summer internship programs, visit Hereford.org — applications annually open in the fall.

A Broader View of the Beef Industry. NJHA and AHA members convene in Scott City, Kan., for the annual Fed Steer Shootout Field Day. More than 100 NJHA members and their families, along with AHA members, industry leaders, and guests, gathered in Scott City, Kan., on April 18, for the annual NJHA Fed Steer Shootout Field Day. This marks the sixth year the Associations hosted the event, which is held at the Scott County Fairgrounds and HRC Feed Yards LLC. HRC currently feeds steers for 82 NJHA members from 20 states as part of the 10th annual NJHA Fed Steer Shootout and serves as the home of the AHA Hereford Feedout Program.

"The consistent increase in NJHA Fed Steer Shootout Field Day attendance year after year speaks for its value to the beef industry and Hereford breed," said Amy Cowan, AHA director of youth activities and foundation. "We're thankful for the industry partners, along with the staff at HRC, who make this event possible. The field day is a foundational piece of the learning opportunities we provide to junior members."

Field day attendees traveled from as far away as Montana and North Carolina for a day of hands-on learning and networking and

Hereford News continued on the next page

Hereford News *continued from the previous page*

to see how their steers are feeding.

Inside the industry – This year’s NJHA Fed Steer Shootout Field Day started the day of learning with a welcome from Lee Mayo, HRC Feed Yards general manager.

“There’s going to be an awful lot of opportunity in this beef business in the next 10 years for people to step up and take over,” Mayo said. “And I think we’re creating some of those future leaders and participants right here in this room, and I really believe that. There’s not a program like this one anywhere – with any other breed or anywhere else.”

The day focused on cattle feeding, with discussions regarding food safety and retail specific variety meats from Cargill, a question-and-answer session with Justin Miller, AHA director of commercial programs. Merck Animal Health provided a hands-on presentation about the economic benefits of implanting feeder cattle, and Kevin Good, CattleFax vice president of industry relations, offered a market outlook.

“You’re not just in the cow/calf business. You’re not just in the feedyard business. You should have the mindset of being in the meat business. Your product is the end product,” Miller said. “Even though you sell bulls to customers, even though you have cattle on feed, your customer is the consumer at the grocery store meat counter.”

A cattle feeder and buyer simulation from Cargill’s Jarrod Gillig, senior vice president of North American beef business, provided participants with a real world look at how feeder cattle are bought and sold every day. Attendees visited HRC to view their steers, and Shane Bedwell concluded the day with a live cattle evaluation and grading lesson.

Partners make it possible – For the second year in a row, the NJHA Meet-Up – Powered by Sure Champ was a lunchtime highlight. With continued support from industry partners like VitaFerm, juniors can connect, learn, and grow alongside industry leaders.

Shane Schaake, BioZyme Inc. field representative, was on hand to share practical insights and real world applications with all attendees, helping participants better understand how to utilize Sure Champ products effectively at home, on the road, and at the show. Hosted by the NJHA board of directors, the Meet Up provided valuable education and engagement, equipping juniors with tools to succeed both in and out of the show ring.

This year, the NJHA Fed Steer Shootout received support from the Community Foundation of Southeast Kansas (CFSEK). A \$15,000 grant, in honor of the late Bill House, was awarded to the Hereford Youth Foundation of America. The 2026 CFSEK Bill House Agricultural Grant honors a historic figure in the beef cattle industry and the Hereford breed. House served as the AHA president from 1963–1964 and was highly involved in the Kansas beef industry. This grant continues to honor his life and legacy through the Hereford breed and cattle industry, supporting an interactive learning experience for NJHA members.

One of a kind – The NJHA Fed Steer Shootout is an industry leading program. Between the NJHA Fed Steer Shootout and AHA



Hereford Feedout Program, more than 800 steers are on feed. Of those steers, 236 are owned by NJHA members. These steers were delivered to the feedyard in December. Participants follow their entries from delivery day to the packer, receiving performance and carcass data. It’s a firsthand look at how their cattle perform beyond the pasture or show ring.

Young people can enter individual pens of three or five steers to be fed and processed. The cattle will be harvested this summer, and results will be announced at the AHA Annual Meeting in Kansas City, Missouri. Entries are judged based on the cattle’s performance and profitability. Youth can also put their industry knowledge to the test, submitting portfolios to vie for contestant of the year honors.

From marketing cattle on the U.S. Premium Beef grid to learning more about their own genetics and the feeding and packing industries, the NJHA Fed Steer Shootout and accompanying field day provide invaluable opportunities to young Hereford breeders across the country.

“The NJHA Fed Steer Shootout allows NJHA members to receive a wealth of information about their cattle and the beef industry,” Miller said. “They can make breeding decisions based on the feeding and carcass data they receive, improving their own operations in addition to the quality of beef our industry provides to consumers.”

Entries are due for the NJHA Fed Steer Shootout on November 1 of each year. To learn more, visit Hereford.org/NJHA-Fed-Steer-Shootout.

About the National Junior Hereford Association. *The NJHA is one of the most active junior programs in the country with more than 4,200 members. The NJHA’s mission is to create and promote enthusiasm for the breed while providing opportunities through leadership, education and teamwork, and emphasizing the mantra of Learn. Lead. Achieve. For more information about the NJHA, visit Hereford.org/youth.*

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.*



Bulls Available Private Treaty!



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DOB 8/27/21



Reg. #P44609836
DOB 9/9/24



Reg. #P44610278
DOB 9/26/24



Reg. #P44609814
DOB 10/7/24

ALL BULLS: Passed BSE on November 5, 2025 • Low Birth Weight
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SPOTLIGHT on HEREFORD

58th Annual N.C. Hereford Association Banquet and Meeting

The N.C. Hereford Association held its 58th Annual Banquet and Meeting at the Iredell County Agricultural Center in Statesville, N.C., on March 27. President Andy Smith called the meeting to order, welcomed everyone, and thanked them for their attendance.

Kristen McCoy gave the invocation. Wes Carpenter recognized our first time attendees and out-of-state guests. He welcomed all the new attendees and thanked everyone for joining us at the banquet.

Sale Manager Kathryn Ingram gave the report from the sale committee. She congratulated North Carolina on having a great set of cattle for the sale and said there has been a lot of interest. She thanked the consignors and the sale committee for all their hard work.

Pollettes Treasurer Jackie Shutsky gave the Pollettes report and invited all ladies to attend their meeting Saturday morning at 10:00 a.m. before the sale.

Daisy Brown spoke about her time as the 2025 N.C. Hereford Queen. She said being Queen had been a very rewarding and meaningful experience.

Heather Brown, N.C. Hereford Royalty chair, announced the 2026 N.C. Hereford Royalty Court — Queen Daisy Brown and Princess Ella Knight were crowned. We are all very proud of these young ladies.

N.C. Junior Hereford Association advisor Wayne Mitchem gave an NCJHA report. He said North Carolina has a great set of juniors. He said this past year North Carolina hosted the 2025 Southeast Regional Junior Hereford Show on June 19-22, 2025, at the Western North Carolina Ag Center in Asheville. He expressed appreciation to many members for their help in fundraising before the event, helping set up before the event, and helping during the event. He thanked the Pollettes for hosting the hospitality room. He thanked the association members and parents for all their help and support throughout the year.

Dustin Brim and Mark Brewer presented Erica Shutsky with the \$500 N.C. Hereford Association Scholarship. Erica thanked everyone who had made the scholarship possible. Kevin and Martha

Robinson also donated \$500 to be given to an additional applicant. This was given to Mazie Bunn.

Every year our sale is dedicated to an individual or individuals dedicated to the Hereford breed and the N.C. Hereford Association. The 58th Annual Hereford Classic Sale was dedicated to Peggy Blinson, Nancy Shanks, and Linda Davis. These three ladies have been an integral part of the Pollettes and the North Carolina Sale. Every year you could find Peggy Blinson and Linda Davis selling coffee, juice, and baked goods, while Nancy Shanks collected the money. Bryan Blinson spoke about his mom, Peggy Blinson. Kim Herman spoke about her mom, Nancy Shanks, and accepted her plaque in her honor. Linda Davis said it was an honor to be recognized with two wonderful ladies. She said they had worked hard for the Pollettes and the Juniors. Wes Carpenter presented the ladies with a plaque and flowers from the association.

Reggie and Patty Lookabill presented a picture they were donating in honor of the three ladies. The picture was designed by Mason Henson. The picture is of a Hereford calf with her mother in the back. Mason sent each lady a copy of the picture. Bryan Blinson auctioned off the picture, and the proceeds were donated to the Hereford Royalty in their honor. Jody Standley of Five J's Cattle Company purchased the picture.

Bryan Blinson, AHA Director, said it was an honor to be elected to the board. The demand for Hereford cattle is great, and it is a great time to be in the Hereford cattle business.

Peyton Pruett, our new American Hereford Association field representative, gave an American Hereford Association update. He said, "It is a great time to be a part of the Hereford breed and surround yourself with the best genetics."

President Andy Smith thanked Bill Kirkman for serving as a director. He then announced the newly elected members of the Board of Directors. Andy Smith, Myron McCoy, and Tammy Ward were reelected, and new board member Jody Standley was elected.

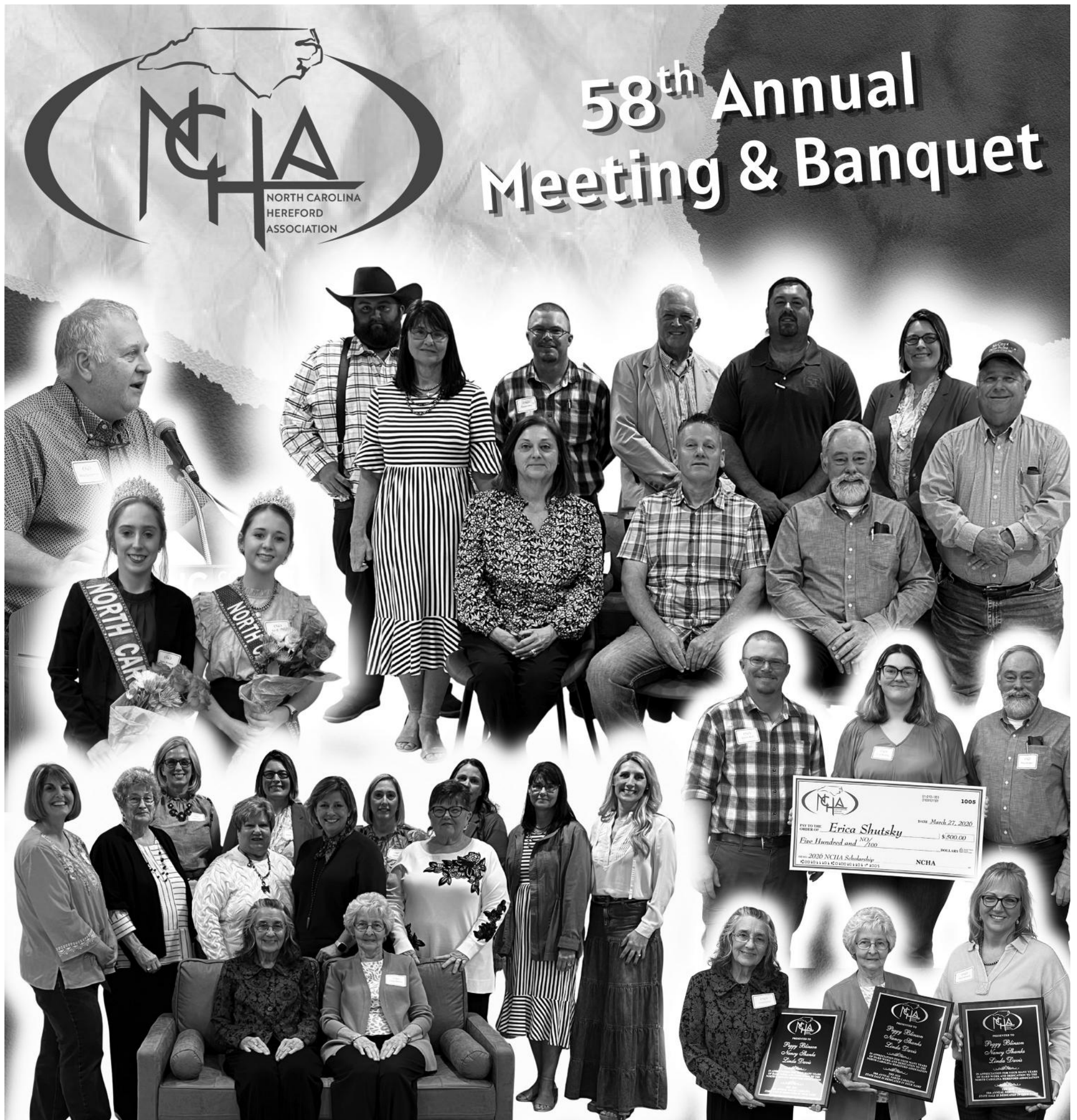
Bryan Blinson auctioned off the N.C. State Fair Open Show grand champion bull, grand champion heifer, grand champion cow/calf pair, and top placing Hereford awards in the British Breed

Junior Steer Show. Five J's Cattle Company and W&A Hereford Farm sponsored the bull, P&J Farm sponsored the heifer, Four B Farm sponsored the cow/calf pair, and Phillip Cave sponsored the top placing Hereford.

The last event for the evening was a fundraiser. Every two years

a new NCHA membership directory is published. Pages for the directory are auctioned off to raise money for the association.

President Andy Smith thanked everyone for coming and their support. There was a brief break before the annual business meeting was held.



SPOTLIGHT on HEREFORD

N.C. Hereford Association – Meet Our 2026-2027 Board of Directors

The N.C. Hereford Association Board of Directors is actively engaged in promoting Herefords and supporting your association. If you have questions or concerns in any of these areas, please contact one of the responsible directors to discuss. Now meet the 2026-2027 NCHA Board of Directors.

Andy Smith – 2026–2029 – President

Since a young age, the cattle industry has been a part of my life. I got my start by raising Simmental cross commercial cattle. But in 2015, I made the switch to Herefords and now run registered Hereford cows and a commercial herd with a strong Hereford influence. We focus heavily on our ET calves and strive to continually improve the depth of quality in the bull calves and replacement females we offer annually.

Our farm is based out of Monroe, N.C., where my wife Brenda and I raise our three daughters, Piper, Jersey, and Josee. While we are relatively new to the game in an industry with such a great legacy, we believe our emphasis on quality and performance is sure to pay off. We are extremely thankful for the support and friendship from some of the Hereford industry's best.

Mark Brewer – 2025–2028 – Vice President

I live in Rutherfordton, N.C., with my wife, Amy, and we own Quail Ridge Farm LLC. We started our registered Hereford herd in 2019 and now maintain a herd of 30 brood cows. This allows us room on our farm to grow out most of the heifer calves and a few select bulls. Our breeding program consists of using A.I. and buying semen from some of the top Hereford bulls from around the country and custom mating them to the cows in our herd. Our goal is to produce females that have the necessary traits to be productive cows and remain in a producer's herd for a long time. We sell females and bulls at the farm year round and consign cattle to the N.C. Hereford Association and the S.C. Hereford Association sales. I enjoy being active in the beef cattle industry and currently serve as vice president of the Rutherford County Cattlemen's Association as well as a board of directors' member for the N.C. Cattlemen's Association. I am currently serving as vice president of the N.C. Hereford Association.

Tammy Ward – 2026–2029 – Secretary/Treasurer

I live in Providence, N.C., with my husband, George, and our sons, William and Andy. We own W&A Hereford Farm and operate a cow/calf operation with the goal of producing top quality bulls and replacement females. We are active consignors in the N.C. Hereford Classic Sale, the S.C. Hereford/Red Angus Association of the Carolinas Joint Sale, and the East Tennessee Hereford Association Sale.

In 2023, we, along with three other North Carolina Hereford breeders, founded the Southern Partners in Performance Sale. The sale is held at Shuffler Farm in Union Grove, N.C., on the fourth Saturday in November. We offer Hereford bulls and Hereford influenced females.

I am currently serving my second term as a board member. In 2024, I was elected secretary/treasurer of the association.

Crystal Mitchem – 2024–2027

I own Mitchem's Farm 3C with my husband, Wayne, and two daughters, Regan and Jordan. I grew up on a Hereford farm in Lucama, N.C., showing Herefords on the state and national levels. In 1990, I was a member of the Junior National Polled Hereford Council and the National Hereford Queen.

Today, we have about 150 mama cows. We also raise fresh market blackberries, blueberries, grapes, soybeans, and hay. The girls show Herefords nationally.

Three years ago, we started Southern Partners in Performance with three other cattle producers in North Carolina. We hold a bull sale annually in the fall.

I am a veterinarian and the owner and operator of West Lincoln Veterinary Hospital, where I primarily care for small animals.

Dustin Brim – 2024–2027

I grew up helping my grandparents with a commercial cow herd. The Hereford and Hereford influenced cattle always stood out among the rest. We decided to move towards all registered Hereford cattle about 15 years ago and haven't looked back.

My wife, Elizabeth, and our two daughters, Rosemary and Emery, help me move and work cows, so safety is our top priority.

We sell freezer beef locally, and our customers know they are getting quality beef with our Hereford genetics. The Hereford breed has helped us reach our goals, and we've made some outstanding friendships through the N.C. Hereford Association along the way.

Thomas Shutsky – 2024–2027

I am a dedicated cattle farmer residing in Pinnacle, North Carolina. Originally hailing from Connecticut, my family relocated to North Carolina eleven years ago. Our passion for Hereford cattle has been a longstanding tradition, as we have raised this breed throughout our time in both Connecticut and North Carolina.

My daughters have actively participated in the N.C. Junior Hereford Association, showcasing their commitment to the breed by attending numerous National Junior Hereford shows, along with various regional and state competitions. Their involvement has not only enriched their own experiences but also contributed to the community. Notably, my daughter Amber earned the title of N.C. Hereford Queen in the past year, representing the association with pride.

I have witnessed firsthand the enthusiasm and support cattle producers in North Carolina have for Hereford cattle. I firmly believe Hereford cattle are the most popular breed due to their gentle temperament, adaptability to diverse conditions, fertility, and ease of management. I aim to continue to be an influential figure in the Hereford community, fostering a love for cattle farming in my family and beyond.

William Ward – 2024–2027

I live in Providence, North Carolina. My family and I own W&A Hereford Farm and operate a cow/calf operation with the goal of raising top quality bulls and replacement females. We are active

consignors in the N.C. Hereford Classic Sale, the S.C. Hereford/Red Angus Association of the Carolinas Joint Sale, and the East Tennessee Hereford Association Sale.

In 2023, we, along with three other North Carolina Hereford breeders, founded the Southern Partners in Performance Sale. The sale is held at Shuffler Farm in Union Grove, N.C., on the fourth Saturday in November. We offer Hereford bulls and Hereford influenced females.

I am currently serving as co-chair to the N.C. Hereford Classic Sale.

Please feel free to reach out to me with any questions at 434-334-2625.

Kent Beck – 2025–2028

My wife, Sam, and I operate Beckland Farm. We are a Century Farm located in central Davidson County. We reside on my grandfather's farm that raised a variety of livestock and crops. We have registered Herefords and commercial Angus x Herefords with BQA designation.

I serve on the local Cooperative Extension Advisory Board, where I was president for many years. I have served on the State Cooperative Extension Board since 2024. In 2023 I received the Davidson County Cooperative award for service to agriculture. In 2018, we received the Davidson County Soil and Water award for conservation.

Since retiring from a banking career, I have been able to devote full attention to our operation and service to agriculture.

NCHA — Meet the Board continued on the next page



NCHA — Meet the Board *continued from the previous page*

Kristen McCoy – 2025–2028

My name is Kristen McCoy, and I am honored to be serving my second term on the N.C. Hereford Association Board of Directors. I live in Cove City, N.C., with my husband, Charlie, and our two sons, Wyatt, 16, and Lucas, 11. Both boys are actively involved in FFA, extracurricular activities, community events, and church ministries. Together, our family operates a diverse agricultural operation that includes a cow/calf herd, a freezer beef business, row crop production, and a horse boarding and lesson program. Agriculture is not just a way of life for us — it's a shared passion that we enjoy working in together.

I am currently in my 25th year in education and serve as the instructional coach at West Craven Middle School. In addition to my career in education, I serve as the secretary at Core Creek Free Will Baptist Church. In 2019, I was humbled to be named the N.C. Farm Bureau Ag in the Classroom Teacher of the Year.

My commitment to agricultural education remains strong. I continue to serve as an Ag Partner for Craven County's Farm to School program and help organize and coordinate our annual Ag Week — a tradition that has been going strong for 17 years. I believe deeply in the importance of educating the next generation about where their food and fiber come from. Programs like Ag in the Classroom and being part of the NCHA allow me to do just that. It is truly a blessing to be part of this agricultural communit

Jonathan Wesson – 2025–2028

I live on a small farm in Iredell County with my wife and two children. In addition to helping out with the family commercial cow/calf operation, my wife and I maintain a herd of registered Hereford cattle. I have been involved in the beef industry starting at a young age and currently serve the industry as a large animal veterinarian.

Myron McCoy – 2026–2029

I was born and raised on our Century Family Farm in Cove City, N.C., where I continue to live and work alongside my wife of 51 years, Sharon. We have been blessed with two children, Charlie and Cheryl.

Charlie, along with his wife, Kristen, and their two sons — Wyatt, 16, and Lucas, 11 — live and works on the family farm. Both boys are avid showmen of both cattle and horses. They are also part of the FFA and community events. Together, we raise row crops and cattle, feeding out steers and marketing freezer beef directly to customers. Cheryl and her husband, David Correll, reside in Cleveland, N.C., on his family's farm. Their daughter, Josie, graduated from Oklahoma State University in May 2026, and their son, Talton, is enrolled at Mississippi State University.

Sharon and I were honored to serve as secretary and treasurer of the N.C. Hereford Association for 30 years, officially retiring from those roles in 2024. We continue to stay actively involved in the association and cherish the lifelong friendships we've made throughout our time of service.

Our family has been showing Hereford cattle for over 30 years at the local, state, and national levels. A highlight of my involvement in the livestock community was being inducted into the N.C. State Fair Livestock Hall of Fame in 2012. Another proud moment for our family came in 2002, when we were honored to have the N.C. Hereford Classic Sale dedicated to us.

It has been a privilege to be part of North Carolina's strong agricultural and cattle industry, and I look forward to continuing to support and promote the Hereford breed for years to come.

Jody Standley – 2026–2029

I grew up on my family's North Carolina Century Farm in Clayton. I still live there today with my wife, Angela. Established in 1849, our five children are now the 7th generation to be raised there and become stewards of the land.

The family once focused on Angus and black baldies, but their direction changed to Herefords in 2006 with around 20 purebred, non-registered head and black baldies. By 2010 the herd had grown to 300 head of registered and non-registered purebred Herefords and black baldies.

In 2014, we brought home a Santa Gertrudis bull to put on our commercial Hereford cows. When those first Star 5 calves hit the ground, I knew that's what I wanted to do, and the black cows were all sold.

By 2020, Five J's had grown to over 600 head with registered Herefords, Santa Gertrudis, Braford, and Star Five cattle. As Sam, Jack, Will, Luke, and Ree have started their own herds, and the cattle prices have been strong, I have backed the herd inventory numbers down some.

I currently maintain 150 registered Herefords specifically for the Star 5 Program along with 200 registered Herefords for pure breeding only. My oldest son, Sam, keeps a few Star Five cows and a Quarter Horse, and Jack, our second son, currently runs around 40 registered Santa Gertrudis cows and a flush program and was the SGBI #1 in his district for registrations for 2025. Will, our third son, also has a herd of 15 registered Herefords. Our fourth son, Luke, currently has five Star Five cows and is part owner of Red Doc Bullet, a bull currently selling semen, and Ree has three registered Herefords.

We round out our program by finishing 150–200 steers each year in their all natural feedlot. The beef is sold online and at local stores in town. The performance of the Star 5s quickly stood out, especially during the extreme humidity of the summer months, making the Star Five Red Mott Santa Gertrudis Hereford cross the catalyst for their beef program. The Star Five heifer is making their name in the South, and Five J's has sold seed stock Star 5s heifers in every state south of the Mason-Dixon Line and as far north as New York.

I am honored to be a member of the board and am excited to see the continued progress and growth in the Hereford breed.

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Myron & Sharon McCoy - N.C. Hereford Ambassadors

SPOTLIGHT on HEREFORD

N.C. Pollettes Update

The N.C. Pollettes — a dedicated group of women from across the state united by their passion for Hereford cattle and commitment to youth in agriculture — gathered in March for their annual meeting. The event highlighted the organization's continued focus on fostering community, supporting the next generation, and promoting the Hereford industry throughout North Carolina.

During the meeting, members reflected on the past year's accomplishments while looking ahead to new opportunities for involvement and outreach. A key highlight of the gathering was the election of officers who will guide the organization in the coming year. Those elected include Julie Revis as president, Kristen McCoy as vice president, Heather Brown as secretary, and Jackie Shutsky as treasurer. Additionally, Wren Westbrook was selected as the one year director, Amanda Knight as the two year director, and Laura Long as the three year director.

The Pollettes remain deeply committed to supporting youth programs, particularly the N.C. Hereford Juniors and the Royalty program. Through mentorship, sponsorship, and hands-on involvement, members strive to create meaningful experiences that encourage young people to grow within the agricultural community.

As the organization moves forward, the N.C. Pollettes look forward to expanding their impact across the state. With a strong leadership team in place and a shared dedication to service, the group is eager to continue building connections, supporting youth, and celebrating the traditions of the Hereford industry.



Community members and supporters can expect to see the Pollettes actively engaged throughout the year, championing both agriculture and the next generation of leaders who will carry it forward. If you are interested in joining or have questions on how you can get involved, please contact Julie Revis at martinbranchfarms@gmail.com.

2026 N.C. Pollettes Officers & Directors

President — Julie Revis

Vice President — Kristen McCoy

Secretary — Heather Brown

Treasurer — Jackie Shutsky

Queen Chair — Heather Brown

1 year Director — Wren Westbrook

2 year Director — Amanda Knight

3 year Director — Laura Long



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SPOTLIGHT on HEREFORD

N.C. Junior Hereford Association – A Year of Growth, Leadership, and Success

By **WYATT McCOY**, *N.C. Junior Hereford Association President*

The N.C. Junior Hereford Association (NCJHA) has experienced an exceptional year filled with growth, leadership development, and strong representation across the beef industry. From hosting a regional show to competing on the national stage, our junior members have demonstrated dedication, teamwork, and pride in the Hereford breed.

The year began with NCJHA's largest undertaking — hosting the 2025 Southeast Regional Hereford Show in Fletcher, North Carolina. This event was a tremendous success and showcased the hard work, organization, and commitment of our junior members.

We extend our sincere appreciation to the juniors, families, advisors, sponsors, and volunteers whose dedication made this event possible. Their efforts set a strong foundation for a successful year ahead.

National Representation in Louisville – In July of 2025, NCJHA members traveled to Louisville, Ken., for the Junior National Hereford Expo. North Carolina was well represented in the show ring and contests, with juniors demonstrating both skill and sportsmanship.

A highlight of the week was the election of Jordan Mitchem to the National Junior Hereford Association Board of Directors — an outstanding accomplishment and a proud moment for North Carolina.

Developing Leaders: Faces of Leadership – Also in July of 2025, several juniors attended the Faces of Leadership Conference in Gray Summit, Missouri. This year's program emphasized personal leadership development, encouraging participants to explore their individual leadership styles while strengthening communication and teamwork skills. These experiences continue to positively impact our members within the association and beyond.

Summer Representation Across the State – Throughout the summer, Hereford Queen, Daisy Brown, along with NCJHA members, represented the association at various cattle sales and shows. Their efforts helped promote the Hereford breed and strengthen relationships within the industry.

Fall Activities and State Fair Success – On October 11, juniors supported the N.C. Hereford Association Field Day in Monroe,

North Carolina. This event provided valuable opportunities for engagement with producers and industry professionals.

Later in the fall, NCJHA members had a strong showing at the N.C. State Fair, where Hereford cattle were highly competitive and well represented in the show ring.

Educational Opportunities in the New Year – The new year brought the NCJHA's annual livestock judging event at the N.C. State University Beef Educational Unit. Despite weather delays pushing the event into February, juniors successfully hosted an educational and engaging experience for participants.

Many members also attended the N.C. Cattle Conference, where they participated in breakout sessions. Wyatt McCoy and Kaylee Revis were selected and engaged in the Teeter Leadership Institute and connected with industry leaders.

Annual Banquet and Sale – In March of 2026, the NCHA hosted its Annual Banquet and Sale. Junior members played a key role by organizing the silent auction, assisting with the sale lunch, and supporting event operations.

The banquet also provided an opportunity to recognize scholarship recipients and reflect on the year's accomplishments.

AHA's Fed Steer Shootout – To conclude the year, a group of juniors traveled to Kansas in April to participate in the American Hereford Association's Fed Steer Shootout. This hands-on experience allowed participants to learn directly from feedlot operators, industry partners, and beef production experts.

The trip provided valuable insight into real world practices and deepened understanding of what drives success in the beef industry.

Looking Ahead – As we reflect on the past year, we are incredibly proud of the dedication, leadership, and growth demonstrated by our junior members. None of these accomplishments would be possible without the continued support of our families, advisors, sponsors, and the N.C. Hereford Association.

The future of NCJHA is bright, and we look forward to building on this momentum in the year ahead.

SPOTLIGHT on HEREFORD

My Journey as N.C. Hereford Queen

By DAISY BROWN, N.C. Hereford Queen

For those of you who don't know me, I am Daisy Kaelyn Brown — your 2025–2026 N.C. Hereford Queen.

I have been involved in the N.C. Junior Hereford Association for nine years now and the Hereford Royalty program for five years, as a Sweetheart, Princess, and now Queen. This program has offered me lots of opportunities to grow as an advocate for the Hereford breed.

I have had the opportunity to attend sales, shows, conferences, and meetings across North Carolina and Virginia, Fort Worth, Tex., and Louisville, Ken., and this summer I am headed to Madison, Wisconsin. I've met lots of breeders and herdsmen through my travels with the N.C. Hereford Association.

In 2025, our state show was held at Showdown in the Foothills, and we had a good turnout. I was able to show my bull as well as do my queen duties. I also represented North Carolina in Fletcher, N.C., at the Southeastern Regionals, which was hosted by the N.C. Junior



Hereford Association. The Southeast Regionals brought in showmen from all over the southeastern U.S. and was a good representation of what we were going to see at Junior Nationals in Kentucky.

Traveling to Kentucky to the Junior National Hereford Expo will always be a memorable event, not only because I was able to show my cattle, but also because I was able to represent North Carolina with the other state queens and the National Queen during the show. That being said, I hope it will be the only time I attend an event that has to be locked down due to an active shooter event.

At the 2025 N.C. State Fair, I was able to show my livestock, as well as hand out awards and greet people at the N.C. Hereford booth, which is set up and manned by Myron and Sharon McCoy. I have been able to hang out with them at the booth at the NCHA Field Day and N.C. Cattle Conference as well, meeting and talking to people.



by as my last official year as a junior member. I look forward to continuing to raise livestock as I enter adulthood and continue to advocate for the Hereford breed.

Thank you to everyone who has helped me this past year, whether it was having me out to an event, talking to me about the Hereford breed, or introducing me to others. I truly appreciate all the support and hope that I have represented the breed well.



I have had the opportunity to help out at a few local shows and make appearances at a few local events this year as well. The AGR David Lee Tyre Memorial Livestock Show will always be a special show for me, and to be able to help show director Brandon Hartman out this past year with the cattle was coming full circle. Talking to people — especially kids — at the Got to Be NC Festival, SoJo United Day, N.C. Cattle Conference, NCHA Field Day, N.C. Hereford Classic Sale, and the N.C. State Fair is always a great time to talk up our breed as well as introduce kids to agriculture.

The 2026 State Hereford Show was held in conjunction with the Spring Fling in Fletcher, North Carolina. There was a good turnout for our show as well as the whole show in general. I was able to show my cattle, help out some friends with their cattle, and hand out a few awards to our winners. It was a great day to be with our Hereford family and livestock friends.

Our annual N.C. Hereford Association Banquet and Meeting and the N.C. Hereford Classic Sale are held at the end of March. At this year's Friday night banquet at the Iredell County Extension office, Ella and I were recognized as Hereford Royalty. At the sale on Saturday, we were busy helping the junior members serve lunch as well as setting up and cleaning up. A lot of good cattle went through our sale, and it seems to get better every year.

This year, Ella and I helped out at the Got to Be N.C. Festival in the Kid's Area. It was a great opportunity to introduce kids — and parents — to agriculture, especially Hereford cattle.

Coming up fast will be Southeastern Regionals in Harrisonburg, Va., and Junior Nationals in Madison, Wisconsin. This year is flying



SPOTLIGHT on HEREFORD

58th Annual N.C. Hereford Classic Sale Dedication

Over the last 50 years, there have been many changes in the Hereford industry, and North Carolina is no exception. We have gone from a sale with the perceived value of the animals being determined by a judge at the sale the morning of the show to scientific data blended with the eye of experience that allows breeders to select animals that will help them most. We have gone from two associations to one unified body. We have seen generations turn over and new people come and go. One constant, however, has been the bedrock of the association. Whether serving coffee and donuts the morning of the sale or selling cookbooks, three faces were constant and dependable..

These three women saw past the champion heifer, or the cow with the highest CHB. They saw the future, and the quarters for coffee and the checks for cookbooks supported the youth. Their efforts supported over 50 queens and princesses, including three national queens from our state — Kim Shanks Herman, Crystal Kirby Mitchem, and Melanie Fishel. They supported numerous National Junior Hereford Council Board members, including three National Chairmen, J.D. Shanks, Bryan Blinson, and Rossie Blinson Stephens. They collected and served treats at numerous regional shows and judging contests, among untold numbers of other events.



While the recognition they revered the most has always been for the crown, the gavel, or the banner that one of their North Carolina kids earned, it is high time for their recognition! The dedication of this sale is a tribute to the dedication that Nancy Shanks, Peggy Blinson, and Linda Davis have had for the youth who have been so greatly impacted by their service. Because of their support, not only have lives been changed, but the Hereford breed, the cattle industry, and society have been changed for the better through the generational service that may not have occurred had they served one less cup of coffee or sold one less cookbook. When the N.C. Pollettes or N.C. Hereford Women are mentioned, these three immediately come to mind — as well they should. Congratulations, and thank you for your humble service.

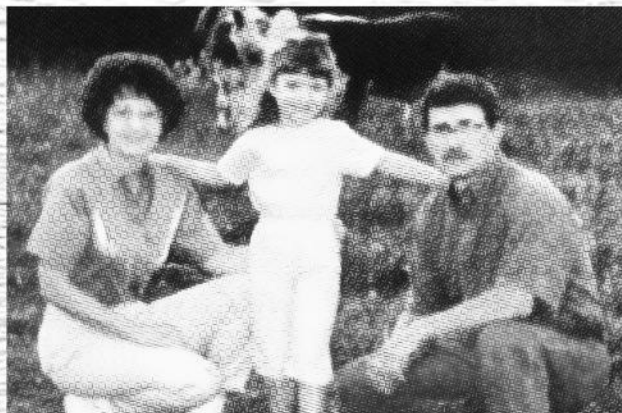
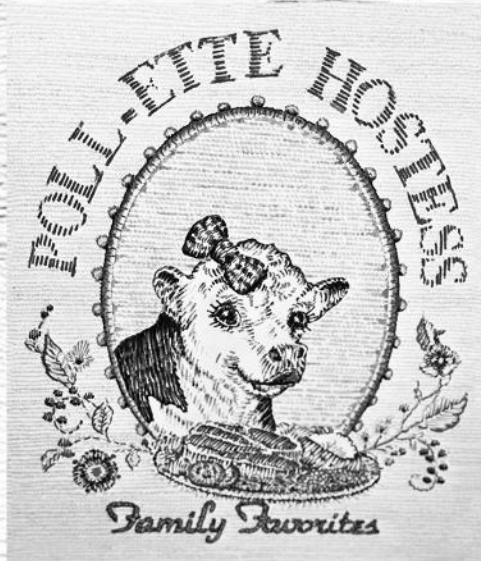
Nancy Shanks, wife of Dr. Jack Shanks (Doc) and mother of J.D. Shanks and Kim Herman. When Doc and Nancy moved to North Carolina from Maryland, she jumped into the Pollettes with both feet and brought fresh ideas from her many contacts throughout the country. She not only served North Carolina but also served as a board member at the national level.

Peggy Blinson, wife of Keith Blinson and mother of Bryan Blinson, has served the Pollettes and Hereford Women for over 50 years — most of the time as treasurer, who always made sure that the financial support was sound.

Linda Davis, wife of Jim Davis and mother of Chad Davis, has served in every office of the Pollettes and Hereford Women and has been an organizer extraordinaire.

As you think of their bios, you note the mother part. Each of their own children had successful youth careers with many accomplishments within and outside the borders of North Carolina, not just as youth, but have seen the next generation achieve arguably even greater success. But their biological children were what brought them into the association. All of the other kids, who they considered their own, kept them there.

It is difficult to imagine what the N.C. Hereford Association, the Hereford industry, and the cattle industry might have looked like or the lives that were enhanced had these three giants not been there with hugs, kind words, and quarters and dollars when they were needed the most.



**58th Annual NC Hereford Classic
SALE DEDICATION**
Peggy Blinson · Linda Davis · Nancy Shanks



SPOTLIGHT on HEREFORD

58th Annual N.C. Hereford Classic Sale Results

By WES CARPENTER, N.C. Hereford Classic Sale Chair

The N.C. Hereford Association held its 58th Annual Hereford Classic Sale on March 28 at Shuffler Farms in Union Grove. We would like to thank Dr. Eugene Shuffler and his staff for helping make this another smooth and successful sale. Cattle started arriving on Friday, and our staff on the sale committee worked tirelessly to get the cattle offloaded, sorted, and penned. The weather was warm and sunny, and a large number of buyers were there to view the sale cattle.

Shortly after noon, auctioneer Dale Stith made some announcements and introductions, banged the gavel, and the sale was underway. Taking bids were Neil Bowman, NCDA&CS livestock marketing director; Peyton Pruett, AHA field representative; and Will Thompson, NCDA&CS livestock marketing. Online bidding was being conducted via Liveauction.tv. Kathryn and Mitch Ingram of KSI Marketing and Design managed and marketed this year's sale. Bryan Blinson helped as assistant auctioneer. I would like to thank co-chair Andy Ward, Kim Prestwood, and David Hendrick for sorting cattle in the ring, and Mike Mericka, Dustin Parks, Phillip

Cave, Jason Revis, and Chad Davis for working the cattle in the back. This sale could not have happened without the hard work of the sales committee.

I would like to sincerely thank all of those who attended and especially the buyers for purchasing at this year's sale.

Sales Summary

- 12 bred heifers grossed \$66,500, averaging \$6,045.45
- 10 open heifers grossed \$45,400, averaging \$4,540
 - 9 fall cows grossed \$42,700
 - 9 fall heifer calves grossed \$32,700
 - 1 fall pair grossed/averaged \$8,377.78
- 2 spring pairs grossed \$12,300, averaging \$6,150
- 2 bred cows grossed \$12,400, averaging \$6,200
 - 4 bulls grossed \$17,500, averaging \$4,375
- 5 commercial open heifers grossed \$24,200, averaging \$4,840
 - 3 embryos grossed \$4,000, package averaging \$1,333.33
 - 20 straws of semen grossed \$600, averaging \$30/straw



Top Selling Female Lots

SDTF Claudia 122L 5No6 ET, born 2/18/2025 and sired by Remittal Online 122L, was consigned by Deer Track Farm in Spotsylvania, Va., and sold to Cattle Creek Trading of Lincolnton, N.C., for a total of \$12,500.

Five Js 4242, born 4/4/2024 and sired by 77 Pinstripe 76D 73G, was consigned by Five Js Beef and Cattle of Clayton, N.C., and sold to Price Land and Cattle of Cleveland, N.C., for a total of \$10,600.

Five Js 4224, born 3/13/2024 and sired by NJW 202C 173D Steadfast 156J ET, was consigned by Five Js Beef and Cattle and sold to W&A Hereford Farm of Providence, N.C., for a total of \$10,500.

Five Js 4016, born 4/18/2024 and sired by Churchill Kingdom 128J ET, with a bull calf Five Js 26L P02, born 1/19/2026 and sired by Mohican CLC 5J Last Call 26L ET, was consigned by Zack Denning of Garner, N.C., and sold to Farming by Faith of Bessemer City, N.C., for a total of \$7,100.

GTW 817 Ms Cindy 2117, born 9/16/2021 and sired by GTW

C776 Kismet 817, was consigned by W&A Hereford Farms and sold to Chapman Land & Cattle of Nunnely, Tenn., for a total of \$6,400.

Top Selling Bull Lots

JL Hardrock 467 128J 484, born 3/10/2025 and sired by Churchill Kingdom 128J ET, was consigned by Love Farms of Blowing Rock, N.C., and sold to Moo Freedom Farms of Winston-Salem, N.C., for a total of \$5,200.

RB(RAY) KY 31 By Pass M271, born 9/3/2024 and sired by EFBEEF BR Validated B413, was consigned by Burgess Cattle of Ramseur, N.C., and sold to Marshall's & Son of Dugspur, Va., for a total of \$4,600.

RB(RAY) KY 31 By Pass M270, born 8/30/2024 and sired by EFBEEF BR Validated B413, was consigned by Burgess Cattle and sold to Marshall's & Son for a total of \$4,500.

RB(RAY) 4003-13P Gainer M256, born 3/6/2024 and sired by Remittal Patriot ET 13P, was consigned by Burgess Cattle and sold to Marshall's & Son for a total of \$3,200.



N.C. HEREFORD CLASSIC



SPOTLIGHT on **HEREFORD**

N.C. Juniors Travel to Kansas for Fed Steer Shootout

By **ADDISON REVIS**, *N.C. Junior Hereford Association Reporter*

This spring, nine juniors from across North Carolina had the opportunity to travel to Scott City, Kansas, to participate in the Fed Steer Shootout Field Day, an event focused on education, industry insight, and hands-on learning within the cattle industry.

The trip began on Friday afternoon with a flight from North Carolina to Denver. After arriving in Denver, the group continued their journey by traveling to Scott City. Upon arrival, the juniors gathered at the fairgrounds, where they enjoyed dinner and prepared for the busy day ahead.

Saturday was filled with a variety of educational and interactive activities. The day began at the fairgrounds, where participants heard from Lee Mayo, an owner/manager for HRC Feedlots. He shared valuable insights into how their operation functions,

including details on management practices and the feedlot's overall capacity.

Following the introduction, the juniors were divided into four groups to participate in rotating learning sessions led by professionals from Merck Animal Health, Cargill, and the American Hereford Association. These sessions provided a deeper understanding of different aspects of the cattle industry and allowed participants to engage directly with real world scenarios.

One of the most exciting parts of the day was a simulation activity where participants took on the roles of packers and sellers. Each group worked to sell all their lots, applying what they had learned in a competitive, hands-on environment.

Later, the group traveled to HRC Feedlots for an on-site visit. While there, the juniors evaluated two sets of steers ready for





harvest and learned about how these animals are evaluated on foot by buyers purchasing for beef packers. In addition, the group toured the feedlots, gaining a firsthand look at a large scale cattle finishing operation. This experience helped connect classroom knowledge with real world application.



Overall, the trip was a memorable experience filled with learning, teamwork, and new connections. The Fed Steer Shootout provided valuable insight into the cattle industry, and all who attended are hopeful for the opportunity to return in the future.



N.C. Hereford Classic Honorees

The sale is dedicated each year to a person selected by the three previous honorees.

2026

Peggy Blinson, Linda Davis, & Nancy Shanks

2025 – Neil Fishel

2024 – Chad Davis

2023 – Wes & Andie Carpenter

2022 – All NCHA Members & Families

2021 – George & Tammy Ward

2020 – Reggie & Patty Lookabill

2019 – Dale White

2018 – Bill Perry, Keith Blinson, & All Charter Members

2017 – Phil Fishel, Jr.

2016 – Earl Forrest

2015 – John Wheeler

2014 – Bryan Blinson Family

2013 – Harry Myers

2012 – Michael Mericka

2011 – Jim Love

2010 – Robert Smith

2009 – Frank Myers

2008 – James Triplett

2007 – Rick Kern

2006 – Colon Nifong

2005 – Bill Gragg

2004 – Porter Claxton

2003 – Bill Mericka

2002 – McCoy Family

2001 – Roy Ammons

2000 – Jim Davis

1999 – Teeter Family

1998 – Kim Prestwood

1997 – Bob Rhyne

1996 – Jack Shanks

1995 – Roy Haberkern

1994 – Kenneth Buckner

1993 – Fred Hyatt

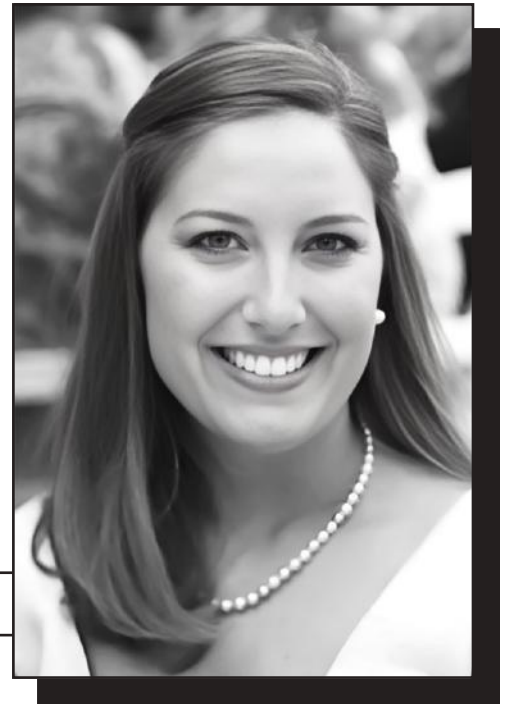
1992 – Bill Perry

1991 – Keith Blinson

ASHLEY'S BEEF CORNER

From Farm to Fork – Connecting Consumers and Nutrition Professionals

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



Farm Animal Days at N.C. State University continues to serve as one of the largest and most impactful agricultural outreach events in the region, welcoming more than 10,000 visitors each year. Designed to connect the public with modern agriculture, the event offers a hands-on, family friendly environment where attendees of all ages can learn about where their food comes from and the people who produce it.

Among the many educational stations featured throughout the event, the beef education table – hosted by N.C. Beef Ambassadors – played an important role in engaging visitors in meaningful conversations about the beef industry. Throughout the day, ambassadors interacted with students, families, and community members, answering questions and sharing insights into cattle production, animal care, nutrition, and sustainability.

What set this experience apart was the opportunity for one-on-one dialogue. Visitors were encouraged to ask questions ranging from how cattle are raised to what farmers do to ensure animal welfare and environmental stewardship. These conversations allowed ambassadors to address misconceptions, provide accurate information, and build trust with consumers who may not have a direct connection to agriculture.

For many attendees, Farm Animal Days is their first exposure to the realities of farming and livestock production. The presence of knowledgeable, passionate advocates at the beef education table helped bridge that gap. By sharing personal experiences and industry knowledge, N.C. Beef Ambassadors brought authenticity to the conversation and highlighted the care and dedication that goes into raising high quality beef.

In addition to answering questions, the ambassadors and I emphasized the nutritional value of beef and its role in a balanced diet. They also discussed the broader impact of the cattle industry on local communities and the economy, helping visitors understand the importance of agriculture not just as a food source but also as a vital part of North Carolina's heritage and future.

Events like Farm Animal Days are critical for strengthening the connection between producers and consumers. As fewer people grow up on farms, opportunities like this provide a window into agricultural practices and foster a greater appreciation for the work behind the scenes.


The success of this year's event highlights the importance of continued outreach and education. With more than 10,000 visitors walking through N.C. State's E. Carroll Joyner Beef Educational Unit, the impact of these conversations extends far beyond a single day. Each interaction helps shape perceptions, answer questions, and inspire a deeper understanding of the beef industry and agriculture as a whole.

Through their efforts at Farm Animal Days, N.C. Beef Ambassadors demonstrated the power of personal connection and the value of sharing agriculture's story – one conversation at a time.

The N.C. Cattlemen's Beef Council had a valuable opportunity to connect with nutrition professionals by sponsoring and attending

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the N.C. Academy of Nutrition and Dietetics annual meeting. With approximately 90 registered dietitians, nutritionists, and students in attendance, the event created a meaningful space for conversation around food, farming, and the role of beef in a healthy diet.

Throughout the meeting, attendees engaged in one-on-one discussions, asking thoughtful questions about how cattle are raised, how beef is produced, and the steps taken to ensure both quality and sustainability. These conversations helped bridge the gap between the farm and the plate — an important connection as dietitians play a key role in guiding consumer choices and perceptions about food.

A major focus of the discussions centered on beef's nutritional profile and its place in a balanced diet. Attendees were interested in learning more about essential nutrients found in beef, including high quality protein, iron, zinc, and B vitamins, and how these contribute to overall health. Conversations also addressed common questions about lean beef options, portion sizes, and how beef can fit into a variety of dietary patterns.

Beyond nutrition, there was strong interest in modern beef production practices. Topics such as animal care, environmental stewardship, and advancements in efficiency were highlighted, giving attendees a clearer picture of how today's cattle producers are working to responsibly raise beef. These open, transparent conversations helped build trust and provided valuable context for professionals who often field questions from clients about food sourcing and sustainability.

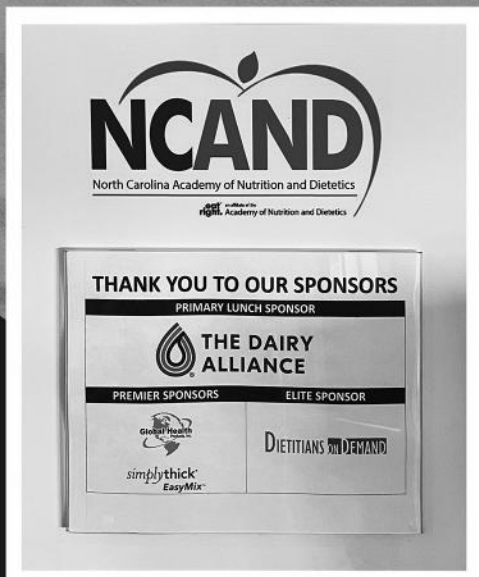
Sponsoring the annual meeting not only demonstrated support for the nutrition community but also reinforced the importance of collaboration across the food system. By engaging directly with dietitians and nutrition experts, the beef industry can continue to provide accurate, science based information while also listening to the priorities and concerns of health professionals.

Events like the N.C. Academy of Nutrition and Dietetics Annual Meeting are an important step in strengthening relationships and ensuring that conversations about food and health are grounded in both science and real world agricultural practices.



FARM TO FORK

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❖ AMAZING GRAZING ❖

Dealing with a Severe Drought

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



There is one thing I fear more than any other. Drought! It can make it seem that everything you do is futile and that many of your efforts are wasted. The more you hope for rain and watch the storms develop, the more discouraging it is when those storms pass you by. There is always lots of talk during dry times about those “lucky storms” and who did or didn’t get it. Drought takes me into a downward spiral mentally, and I have that nagging feeling that it is right around the corner at all times. When we hit the point we are at today, I get a feeling of anxiety and have to keep reminding myself to relax and that we will make it through as we always have before.

When it comes down to it, our area is very prone to dry spells, especially during summer. It is not unusual to go three or more weeks without rain, and when it is 90°F and windy, it only takes a few days for exposed soil to get dry. If you manage to have a high degree of cover of organic material on pastures, and if you manage for soil health so the “lucky rain” you do get will soak in, then you can get through these short term dry spells easily. At some point it is simply too dry to grow grass, and all you can do is manage the best you can and wait for rain.

As I write this, the entirety of North Carolina and South Carolina are gripped in an unusual springtime drought, as shown on the National Drought Monitor map found at www.droughtmonitor.unl.edu. There has been very little precipitation across the region since the first of March. North Carolina is 95 percent D2 or worse (severe) and 61 percent D3 or worse (extreme), while South Carolina is even drier with 100 percent D2 or worse and 79 percent D3 or worse. As most of us are well aware, a prolonged D3 drought means a large reduction in forage growth and long term impacts on forage stands. I realize that this article is long, but this is a serious situation we find ourselves in, so read it and give some thought to developing your skills for the future.

Developing a Drought Management Plan – If you have not been through a major drought here yet, you need to spend time thinking now about what you will do. It does no good to sit and worry. Put that energy into figuring out how you will deal with things now and in future droughts. Those readers that were in business here in either 2007 or 1986 know how bad this kind of situation can get. The following sections were written after the 2007 drought and updated each time we have had droughts since that time.

Drought management can be best divided into three areas. First

are strategies to help you deal with the short term dry spells that occur so frequently in our region. Second, you need to understand how you will endure a long term severe drought like we had back in 2007 and 2008, and third, you need to have a logical plan on how to recover from the drought once moisture has been restored to normal status.

Short Term Drought Strategies – A production system should be resilient to short term drought. Producers that have created a system that is ready to take on a drought will be far better off than producers that have not done work to develop a resilient system.

- **Stock appropriately** – Having more cattle than your land can reasonably support is one of the major factors putting producers at risk of having problems with short term drought. The lower your stocking rate, the less a drought will impact you. However, in good years, the lower your stocking rate, the more forage you will waste or have to harvest, so find an intermediate level that works for you. One other idea that many producers should consider for the future is to keep fewer cows than have been traditionally run and grow calves to heavier weights after weaning when grass is available. This will allow you to more effectively adjust your total stocking rate in dry years by selling calves early without having to sell off cows.

- **Use controlled grazing** – The number one strategy to manage short term drought is to adopt controlled rotational grazing. This does not have to be management intensive grazing, but developing a system where cattle are moved to a fresh pasture at least every 5–7 days will be a very important drought management step. Cattle need to be moved onto a cool season dominated pasture during late spring and summer when it is 10 inches high and moved back off when it is 4 inches high. Entry height for bermudagrass pasture is 4–6 inches, and off height is 2 inches. Grazing pastures shorter than this will lead to greatly reduced growth, especially if moisture is short.

- **Improve your watering system** – Getting water distributed around your farm is critical to a good controlled grazing system. To do a reasonable job of grazing management, you will probably need to do some crossfencing and water development. Concentrating cattle into larger mobs with more frequent rotation will put more pressure on streams and ponds. Viable options

Amazing Grazing continued on page 32



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Amazing Grazing *continued from page 30*

include spring developments, gravity flow tanks below ponds, or pressurized systems off a well or public supply. Make sure that the water developments you do install will provide water during dry conditions. Pressurized systems off a good well are usually the best alternative for most producers. Ask your extension agent or local conservationist about cost share programs for water development.

- *Maintain soil fertility and soil health* – Maintaining soil fertility is a basic management principle, but it is very important to keep your system working well when moisture is limited. Favorable soil pH – 6–6.5 for most forage crops – is very important to keeping a deep root zone. Potassium and phosphorus status – at least in the medium range – are also critical to maintaining healthy stands that are resilient to dry soil conditions.

Soil health includes both the chemical (fertility) and biological properties of soil and stresses the importance of organic matter and desirable soil structure to long term productivity. The principles of soil health are keeping soil covered, maintaining plant diversity, keeping live roots in the ground, and minimizing disturbance. If we will maintain fertility, manage pastures with long rest periods and short graze periods, and avoid overgrazing, then we can see very good soil health and drought resilience in pasture systems.

- *Establish warm season grasses* – One of our real limitations in many areas is complete reliance on cool season forages such as

tall fescue. Adding a warm season grass to the system, either mixed with cool season grasses or in separate pastures, will be helpful in dry years. The warm season grasses use water more efficiently and also resume growth better once moisture returns. Options include summer annuals such as millet and sorghum/sudan, bermudagrass, dallisgrass, crabgrass, and warm season natives such as switchgrass, indiagrass, gammagrass and big bluestem. Each has advantages and disadvantages, so study up and get advice from your extension agent before planting.

- *Maintain an emergency feed supply* – Producers should have some hay or other feed on hand in addition to what they need to get through a normal winter. There is no set amount that is right for each operation, but having some hay stored under a shelter that can be used to feed through short droughts will be advantageous. Producers who are not afraid of depleting their winter feed supply by doing some summer feeding will be quicker to make the decision to start feeding and will be better off once moisture returns.

- *Develop sacrifice areas* – Producers should identify areas of their farm where they can put cows for short term feeding when forage growth is too slow to keep up with demand. Ideally these areas would be in bermudagrass or infected fescue, be away from surface water, have a reliable water supply, and be convenient to hay storage facilities. Once all the pastures are grazed down and

no pasture has forage at the target height for grazing, cows should be put in the sacrifice pasture for feeding until growth resumes. Summer feeding for short periods would be expected every three to five years in a properly stocked system.

- *Managing a severe drought* – It is critical that producers recognize a severe drought as it approaches. At some point the dry spell becomes a moderate drought, and then if the dry weather continues, it turns into a severe drought. Producers that see the severe drought coming will be at an advantage because they can implement the next stage of their plan as soon as it is needed. Again, producers that don't see a severe situation coming will be slow to react and will already be in trouble before they start to take action.

- *Develop a culling plan* – Culling deeper than normal



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is a very important first step to reduce your stocking rate and reduce your feed demand. In recent years, cattle prices have been really high, which takes some of the sting out of reducing stocking rate. Selling a few also gives you some funds to feed the rest. A systematic culling plan that identifies several groups to sell as the drought worsens will be useful. Keeping records of cow age, teeth condition, calf weight history, temperament, etc., will allow you to group cattle so that they can be culled in an orderly fashion. A key point is to decide how many cows you will keep no matter how bad the drought gets so you can remain viable in the business in the future. Of course, to develop a good culling strategy, you need to have individual identification on your cows. If you don't do that, now is the time to implement an individual ID system including a visible identification — ear tag or freeze brand — plus a permanent secondary identification mark — tattoo or small metal ear tag.

- *Identify an emergency feed supply* – This will vary with the nature of each drought because of potential influences on various crops, availability of good hay supplies within short distances, and the cost of concentrates. However, the producer should develop an understanding of the many options so that when they purchase feed, they can confidently choose the right alternative for them. Drought damaged crops like small grains, corn, and soybeans on neighboring farms are usually the best source of alternative forage crops. You need to understand the agrochemical history of such crops and also the nitrate level — in the case of corn and small grains — to safely feed them.

- *Calculate a feed budget* – This is an important thing for a producer to do each winter, but in a drought it is absolutely critical during the drought due to the high prices of feeds in the coming winter. The number, weight, and lactation status of cows; the number and weight of replacement animals; and the number and weight of bulls are all important parts of the feed demand portion of the budget. Pounds of hay available — not just bales available — concentrates available, and pasture available are all parts of the feed supply part of the budget. Determining how much feed you will need and getting it bought early is a key to drought survival.

- *Understand disaster relief funding* – For the last decade or so, we have had the Livestock Forage Program (LFP) from USDA to provide help with drought and other disasters that damage the feed supply. This program provides funding for feed purchases as a result of reaching trigger drought status on the drought monitor. For example, if you hit D3 drought, you are eligible for 3 months of payments. If you find yourself in drought, visit the FSA office and make sure you know what you need to do to apply for those benefits.

Drought Recovery – Finally the drought will be over, but the effects will linger for a year or more. With any luck this is the part of the plan that will go into effect later this summer!

- *Maintain a reduced stocking rate* – Producers need to be aware that pastures will not recover immediately from a severe drought. Most producers will have a lower number of cattle due to strategic culling, and it is a mistake to think you can go back to your pre-



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Amazing Grazing continued on the next page

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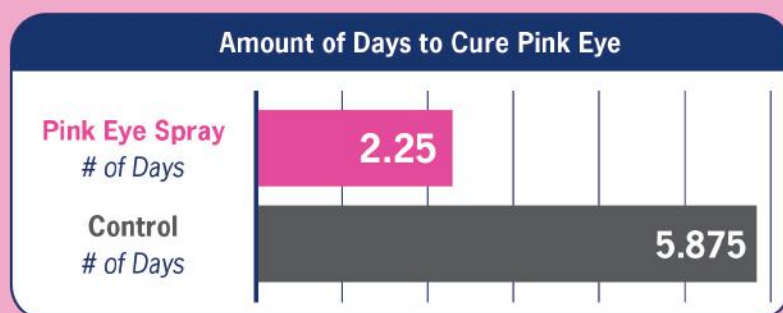


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* Study conducted by Auburn University – J. Gard, D. Taylor, R. Maloney, M. Schnuelle, S. Duran, P. Moore. Preliminary evaluation of hypochlorous acid spray for treatment of experimentally induced infectious bovine keratoconjunctivitis. The Bovine Practitioner. 2016.

Amazing Grazing *continued from the previous page*

drought stocking rate right away. Pastures will need additional rest, and some pastures may need to be reseeded. If you have sold cows at a very high price during the drought, it may make sense to wait until cattle prices drop to rebuild.

- *Graze pastures lightly* – Again, using rotational grazing will help pastures recover, but in a drought recovery phase you should leave more grass behind when you move cows than you would in a normal year. This will allow plants to continue to improve their root system.

- *Renovate pastures* – Pasture renovation is a broad term and can vary from scattering clover seed in mid-winter, to completely reseeding. This process should start by walking all pastures during the winter and assessing forage stands and the presence of weeds. Spraying for weeds should be done in late winter or early spring before they get too big. Buttercup is very common in drought damaged pastures, and when plants are small, an application of one pint of 2,4-D per acre will control them. Other weeds might need other chemicals or a higher rate, so determining what weeds are present is important to making the herbicide decision.

One thing we have noticed around the area after several recent droughts is that warm season grasses like bermudagrass and dallisgrass are more resilient to the drought than cool season grasses, so you probably will find them to be more dominant in pastures than they were before the drought. This might be a good thing for your system, so where you find good stands of warm season grasses, plan to manage them to thicken their stands. If some pastures have very limited stands of desirable forages, consider seeding them to improved forages such as novel endophyte tall fescue, seeded or sprigged bermudagrass, or native warm season grasses. It would be very rare that I would recommend anyone plant infected KY-31 fescue. It has a role as a winter stockpile, but probably should not make up more than 1/3 of the pasture in any system.

If pastures have reasonable stands of grass with few weeds, but no legumes, consider overseeding with clover. Use 3–4 lbs/acre of white clover for pastures, or 2–3 lbs of white clover and 4–6 lbs of red clover per acre for land to be pastured and/or cut for hay. Frost seed by broadcasting on pasture between January 15 and February 15. This used to be a difficult chore, but now with drone technology, it is broadly available as a custom application.

- *Reflect on your experience and revise your drought management plan* – The final step in the recovery process is to review and revise your plan. Because of the variable nature of our land and management styles, most of us will not do things exactly right, and the reflection stage of the process will allow you to consider and learn from your mistakes. It might be a decade or more until the next drought like the one we have experienced. The lessons learned this time around should help you build a more resilient forage system to deal better with the short term droughts that come so frequently. They will also help you be prepared to survive the next severe drought.

E.B.'s VIEW FROM THE COW PASTURE

Price of Cattle in the '70s and Price Today

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



We had a cattle sale in April at the Granville County Livestock Arena, and just like all cattle sales across the country, it was active. Prices have changed for the betterment of cattlemen.

We had one black-white-face, third calver come in the ring with a new calf at side, and she brought \$5,000. When the sale was over, I went into the office to see who was spending the night, if anyone needed trucking, or who was coming back later — all logistics of moving cattle after the sale.

There was a note in the office for me to deliver the cow I was speaking about and where to deliver it. On my way home, that was going to be one of my deliveries, which was probably going to be about ten miles out of the way, but I was going to deliver it so the other trucks could go elsewhere.

I delivered this cow to this one particular farm that I had delivered cattle to in the late 1970s. It relates back to what this one cow/calf pair brings and the previous load of cattle I had delivered there in the '70s.

In the '70s an embargo affected cattle prices. The best 5 weight M grade steers would bring 30¢. There was a state graded feeder calf sale in Rocky Mount, and the last thing to sell that day was 34 head of 3 weight T grade heifer calves.

Bert Blythe from Franklin, Va., was the auctioneer. When they came in, he cranked them at 12¢, and no one bid. He dropped to 10¢, and no one bid. He fell to 8¢, and I reached out and held him. He cried it, and no one else bid. I had purchased 34 head of 3 weight T grade heifers. They averaged 350 lbs and cost 8¢. That's what the load cost me.

I was custom hauling with a 48' straight livestock semi van. Right after the sale, I went to work getting all my customers hauled. I hauled all night to Wilder Bros., Watson Seed Farm, and Smith at Fayetteville. About 3:00 the following afternoon, I had finished all my customer hauling and backed up to load the heifers I had bought and was going to have to make arrangements to pay for them.

I loaded the 34 heifers. They were thin but had a lot of come out. I got them loaded, and just as I was pulling off from the chute, I was thinking the whole time I was going to have to go somewhere to get money lined up to pay for them.

About this same time, Jack Riscoe, the bookkeeper at the stockyards, came out of the side office and held his finger up — this was before we had cell phones — and said, "You have a phone call." I got out of the truck and went into the office.

On the other end of the phone was a farmer from the Wood community in Franklin County. He said, "E.B., I heard you bought a load of cattle for 8¢." I told him that I did. He asked me if I would sell them, and I told him I certainly would. He asked what I would take for them. I told him to add \$100 to whatever the load totaled up to, and I would bring them. He said, "Bring them on."

We were two happy folks. One bought 34 head of heifers for 8¢ per pound. I was heading that way, so the \$100 meant more to me than having to go to the bank and make arrangements to get my money together to pay for the cattle.

Both of these loads went to the same farm — 34 head that cost \$28 apiece, \$1,052 total, with hauling included — and now I was on the same exact farm 50 years later delivering two head — a cow and calf that cost \$5,000.

Times sure have changed! Both sets of cattle offered an opportunity.



HERD MANAGEMENT

Beat the Heat — Preparing Your Herd for Summer Stress

By HANNAH CONOVER & SYDNEY RENTZ, *Clemson University*

As we approach the upcoming summer months ahead, heat and humidity don't just make your daily tasks uncomfortable; they can quietly impact cattle performance, health, and profitability. In the Southeast, high temperatures are often paired with heavy moisture in the air, and cattle can seriously struggle to regulate their body temperature long before heat advisories are issued. Heat stress is not just a short term concern; it can reduce feed intake, slow growth, impact reproduction, and, in severe cases, lead to death loss. Understanding how to recognize early warning signs, implement practical prevention strategies, manage your herd during peak heat, and respond quickly to animals in distress is essential for protecting both animal welfare and the efficiency of your operation.

Recognizing the Signs of Heat Stress – Early recognition of heat stress symptoms in cattle is a critical first step in protecting herd health during warmer months. Some cattle are more susceptible to heat stress than others. Heavier cattle, lactating cows, dark hided breeds, very young or very old cattle, newly received cattle, and those with past health problems or stress from prior events are all at a higher risk of experiencing heat stress. Producers should be prepared to monitor their livestock daily for signs and symptoms of heat stress. Early signs of heat stress include panting, seeking shade, increased water intake, reduced grazing, and drooling. Moderate signs of heat stress include open mouth breathing, extended head/neck, as well as decreased movement and feed intake. When cases become severe, cattle will show signs such as staggering and/or weakness, collapse, elevated body temperature, and potential death if left unaddressed. If you suspect any of your cattle have become heat stressed, producers should try to monitor them at night as well. Without adequate night time cooling, cattle become compromised and less likely to handle a heat load. Prompt recognition of these signs is essential for taking timely action and reducing the severity of heat stress in cattle.

Prevention Strategies – Proactive and preventative management is key to minimizing heat stress in cattle, especially during extended periods of high heat and humidity. Clean, fresh water should always be available, as cattle will consume more water as temperatures rise; tank size and refill rate will need

to accommodate the number of cattle in the pasture to ensure they can drink simultaneously and comfortably. Provide plenty of shade for your herd to get them out of direct sunlight, whether that is underneath artificial shade such as man made structures or natural shade such as native trees or bushes. Cattle integrated into silvopasture systems can greatly benefit from the shade of the trees, especially when heat indexes are high. Producers should plan accordingly to avoid overstocking pastures to allow cattle enough room for grazing and settling under shade structures without being too close, as they have a harder time dissipating heat when they are close together. Nutrition and feeding also play a big role in mitigating heat stress in your herd. Cattle with access to high quality forages will generate less heat during digestion than cattle consuming lower quality forages. Producers should avoid feeding only hay and adding high levels of protein in the diet, as both are likely to create more heat going through the body. Oftentimes, supplementation of trace minerals can add more nutrients to the diet in situations where feed intake is decreased by heat stress. Plan to feed cattle in the cooler times of the day, including the early morning or late in the evening. Taking these proactive steps can go a long way in keeping cattle comfortable, healthy, and performing well throughout the hottest months.

Managing Cattle During Summer Heat – While prevention is critical to avoid significant stress in your herd, effects from the heat are inevitable at the end of the day. It's important to be aware of steps that need to be taken in the event of excessively hot weather. For most individuals, checking the weather forecast is already part of the daily routine, but it becomes even more pertinent when the stakes are high. Ensure that in the hottest months of the year you're staying weather aware to plan your daily operations more efficiently. Not only should you be conscious of the high temperature for the day, but you should check the heat index as well. Oftentimes other factors such as humidity make it feel warmer than it is. You may also need to adjust management strategies for the time being. Consider moving cattle only during cooler times of day and minimize handling and transportation altogether. It's easy to get caught up in the hustle and bustle, but it's worthwhile to take a step back and determine if

the benefit of the task truly outweighs the risk of increasing stress in your herd. If you're in a situation where you must handle your cattle, make plans to do so with plenty of time and calmly so as not to add other stress factors. Also, don't forget that we are susceptible to heat stress as well. Stay hydrated, eat appropriately, and take as many breaks as necessary to avoid overheating. Remember, to care for your cattle, you have to take care of yourself first.

Emergency Response – Despite our best efforts, sometimes emergencies can still occur. If you notice an animal in obvious distress from overheating, immediate action may be necessary. If able, move the animal to shade immediately, and provide access to cool, clean water. In this situation, avoid overhandling the animal and reduce any other stress factors. You can also use active cooling methods, but exercise caution when doing so. Use sprinklers or a hose on the animals, focusing on the legs and underside, but avoid wetting too much if the humidity is high, as this can worsen conditions. It's also important to recognize when to reach out for help. If multiple animals are affected, an animal is down and unable to rise, or it's in severe respiratory distress, call your veterinarian. Take the time now to establish a working relationship with a vet so that in events like this, the connection is already established, and your herd can receive timely aid.

In Summary – Heat stress is more than just a seasonal inconvenience; it can have lasting impacts on livestock health, performance, and overall productivity. By staying proactive and recognizing early warning signs, producers can reduce risk and support their cattle through challenging conditions. Remember, small management changes can have big impacts. As temperatures rise, taking the time to plan and monitor conditions closely will help protect both your herd and your operation.

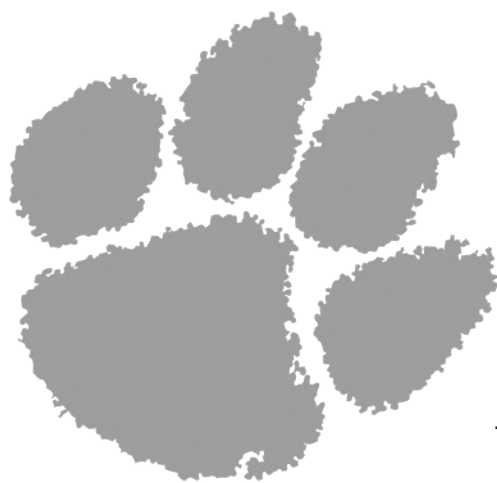
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Clemson Corner

Clemson University Cooperative Extension Bull Test Call for Nominations

By LEE VAN VLAKE, Clemson University

This article serves as an open call for nominations for the 2026–2027 Clemson University Cooperative Extension Bull Test. The deadline for all nominations is July 15. Priority will be given to consignors who have participated in Clemson's bull testing program within the past two years, followed by new in-state consignors, and then new out-of-state consignors.

Nomination forms, health forms, and important due dates can be found on our website at www.clemson.edu/extension/livestock/programs/cattle/clemson-bull-test.html.

The 2026 Bull Test Sale resulted in an outstanding sale average showcasing industry leading genetics, with bulls averaging \$7,366. Bulls were purchased by both new and returning buyers from three different states. Prices continue to remain strong, reflecting current cattle market trends. Buyers clearly demonstrated that investing in high quality bulls remains a top priority.

Once again, we will utilize the Vytelle GrowSafe 6000 feed

system to measure individual feed intake and calculate relative feed efficiency for each bull. Feed costs remain one of the largest expenses in cattle production, making efficient genetics an important factor in long term profitability.

When selecting bulls for nomination, please carefully evaluate structural soundness and disposition. Review all requirements listed in the nomination form to ensure your bull meets or exceeds the established benchmarks. In addition, compare your animal's genetic profile against breed averages to ensure it is competitive within the industry.

Please read through all nomination and health forms carefully and submit nominations early. Interest in the program remains high, and consignors are encouraged not to miss this opportunity. The test will begin in mid-August.

For additional information, please contact Lee Van Vlakte at rii@clemson.edu or Lindsey Craig at lcraig@clemson.edu.

CATTLE & FORAGE HEALTH

Improving Pasture and Cattle Performance Through Rotational Grazing

By KATIE SILVER & CAROLINE ISGETT, *Clemson University*

Rotational grazing is a grazing strategy that is often utilized by livestock producers to help improve the forage quality of their pastures. The basic concept of rotational grazing is to rotate animals onto different pastures to allow for rest periods of pastures between grazing. Implementing rotational grazing on your operation is going to look different from how your neighbor does theirs due to several factors such as acreage, stocking density, number of paddocks available for grazing, and the forage species.

Why Make the Switch to Rotational Grazing? There are numerous benefits to implementing rotational grazing over continuous grazing on your operation. Continuous grazing involves keeping cattle in the same pasture without moving them to different areas. This type of grazing system does not allow for rest periods for forages. Forage quality drastically improves when forages are given rest periods. Rotational grazing helps prevent overgrazing pastures by ensuring the livestock eat the available forage and not “spot graze” for the tender, less mature grasses. Continuous grazing allows cattle to revisit the same places in the pasture to eat the less mature plants multiple times over, as they are more palatable and digestible than mature plants. Continuous grazing places more stress on plants and could lead to the death of desirable grasses.

Perimeter fencing allows for cross sectioning of pastures to create paddocks for more intensive grazing. Rotational grazing allows for these smaller paddocks to be more uniformly grazed, which helps prevent the trampling and wasting of forages. Forages are also able to develop better root systems when the pasture is allowed to rest. Without rest, root systems shorten and can be a reason for decline in the pasture. This helps to reduce stress on the grass and allows it to produce productive forages for cattle.

Another benefit of implementing rotational grazing is that cattle will have better utilization of other species of plants that are in the pasture because they are forced to eat plants they would not originally eat. Since many plants are intolerant of defoliation, this creates a situation where the undesired species of plants might become less competitive for the same sunlight, water, space, and nutrients. This means that the desired species of grasses or forages will be favored for adequate growth and typically will not have

to compete with weed species for these nutrients. Nutrients are also recycled more evenly in rotational grazing systems than in continuous grazing systems. This means that manure and urine are typically less concentrated in certain areas of the pasture, which helps improve the soil nutrients and health across the pastures.

Getting Started with Rotational Grazing – For rotational grazing to be successful, establishing a functional setup is essential. When considering each pasture and the paddock breakdown, it is important to think about fencing, paddock layout, water sources, shade, sacrifice areas, and more.

The fencing system can make or break a rotational grazing system, so it is important to make it strong from the beginning. Most producers find success using a combination of both permanent perimeter or boundary fencing along with temporary or semi-permanent interior fencing to divide paddocks. When constructing the fencing system, make sure to consider cost, material quality and longevity, the electrical grounding system, installation, and fence strength. Prepare to use materials and installation techniques for the permanent boundary fencing that will have strong longevity, and materials for temporary fencing that will easily allow for rearrangement and frequent movement of cattle. Common materials used for rotational grazing fences include polywire on portable reels and temporary posts.

Having an intentional paddock design will improve the functionality of cattle movement and the rotational grazing system, but it will not be perfect on the first try. The fencing system will most likely require changes and adjustments over the years as experience is gained and mistakes are revealed. Paddock layout is going to depend on acres of available forage, number of cattle, and the desired production. The helpful part about temporary fencing is that it can be adjusted as cattle graze to more accurately meet production goals and maintain quality pasture.

Possibly the most important and limiting aspect of paddock design, however, is access to water. High emphasis is usually placed on quality grazing, but water is the most important nutrient and should always be fresh and available, no matter what paddock the cattle are in. If the amount of water source locations is limited, it

helps to have the water in a central location to several paddocks so that it is still available after several moves. That being said, cattle should not have to travel too far to access water, as performance and grazing uniformity may decrease. It is also important to remember that cattle require access to shade in each paddock as well.

Rotational Grazing Management – Management for this grazing method is not uniform across all cattle operations, or even for each season on the same operation, due to several different factors. It is important to follow recommendations on moving cattle based on the forage species and condition, as well as stocking density. It is always crucial to daily monitor the condition of both the cattle and the forage stand to make any necessary adjustments throughout the grazing season.

Rest periods are the main piece that makes rotational grazing beneficial. How long to allow a pasture to rest depends on several things, such as the season. Rest periods may shorten during peak growing season and lengthen during drought conditions. The rest period could also depend on forage species and condition. Each forage species typically has a recommended height to start and stop grazing. These heights allow cattle to access forages at ideal nutrient levels and palatability without putting too much pressure on immature forages and harming the stand. Allowing the grass to grow back to the proper height before grazing again gives it the rest that it needs to fill the nutritional needs of the cattle. How often the cattle are moved is heavily influenced by stocking rate in the paddock

and how fast it takes them to reach that stop grazing height. With experience, the cattle producer will get better at estimating how long the group of cattle will spend in the paddock based on paddock size, number of cattle, and estimated available forage.

Rotational grazing can fit into your operation and provide numerous benefits to your herd. Soil health and forage quality significantly increase. This is exceptionally important when trying to grow healthy, thick forage stands for your herd. It is important to properly manage forages to provide adequate nutrients for livestock. If you are wondering how to implement or improve your rotational grazing on your operation, contact your local Extension agent.

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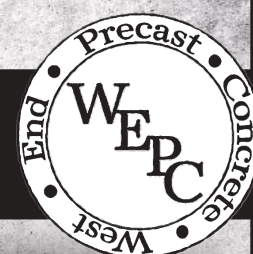
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Have You Herd

The New World Screwworm – What You Need to Know and How You Can Prepare

By BROOKE ATKINS, N.C. State University -- ANS 402 Beef Management

While it was once thought that the New World Screwworm (NWS) had been eradicated from the U.S. for good, its recent resurgence throughout Central America and Mexico looms over beef producers. The NWS can have devastating effects even on a small scale, as shown by the 1976 outbreak in Texas, which resulted in an estimated \$330 million in losses¹. To prevent NWS from wreaking havoc on your herd, producers must stay up to date on tracking, prevention, and treatment for NWS.

First and foremost, what is the New World Screwworm? The New World Screwworm (*Cochliomyia hominivorax*) is a parasitic fly that lays its eggs in open wounds or bodily openings². They then cause myiasis, which is the infestation of fly larvae into living tissue, feeding on it and causing repulsive, excruciatingly painful sores⁹. Figure 2 depicts an image of an NWS infection in cattle. There are no proven treatments for NWS myiasis, with a few general fly treatments conditionally approved for treatment and prevention³. Infestations occur quickly and are often deadly, with untreated cases being fatal after 1–2 weeks⁴. Symptoms to look for include wounds that seem to be worsening and not healing, foul odors coming from wounds, or maggots in any wound or bodily opening — eyes, nose,

etc.² Adult flies of screwworms are large — approximately twice as large as the average house fly — with a blue-green metallic body, orange eyes, and three dark stripes on their back⁹. If you think that there is an NWS infestation in your herd or believe you have seen adult flies, the first thing you should do is contact your veterinarian and isolate any potentially infected animals.

The only effective method to eliminate the New World Screwworm is to use the sterile insect technique (SIT)⁶. Male flies are sterilized and released into a population, where they mate with the females, producing infertile eggs. This is especially effective because mature females only reproduce once in their life cycle, so by having their eggs “fertilized” by a sterile male means that the female will have no viable progeny⁶. Unfortunately, the process of producing and releasing sterile male flies is quite tedious and expensive. Figure 1 shows a green highlighted area, which represents an area that the U.S. Department of Agriculture (USDA) is currently releasing sterile male flies in an effort to prevent the migration of NWS.

Since being deemed eradicated from the U.S. since 1966, there have been a handful of NWS outbreaks. A widespread outbreak in 1972 pushed the U.S. and Mexico to reevaluate their prevention methods, most importantly, the barrier zone. The barrier zone, formerly located just south of the U.S. border, is a marker that confines the NWS to a designated area that aims to allow better control of the population. However, after this outbreak, the barrier was then moved to the Isthmus of Tehuantepec, located in southern Mexico. These governments continued to collaborate, moving the barrier zone to an isolated region in Panama in 1994. To maintain this, a facility was built that can produce up to 100 million sterile male flies weekly. However, in 2023, there was a huge jump in infestations detected within the barrier zone. This implies that the sterile fly production facility was not keeping up with the needs of the population, especially considering that eradication in the U.S. required 300–400 million flies to be released weekly⁸. The insufficient release of sterile flies is a key factor as to why there has been an outbreak. Shortly after the uptick in cases within the barrier zone, cases began to be reported all throughout Central America, reaching Mexico in November 2024⁴.

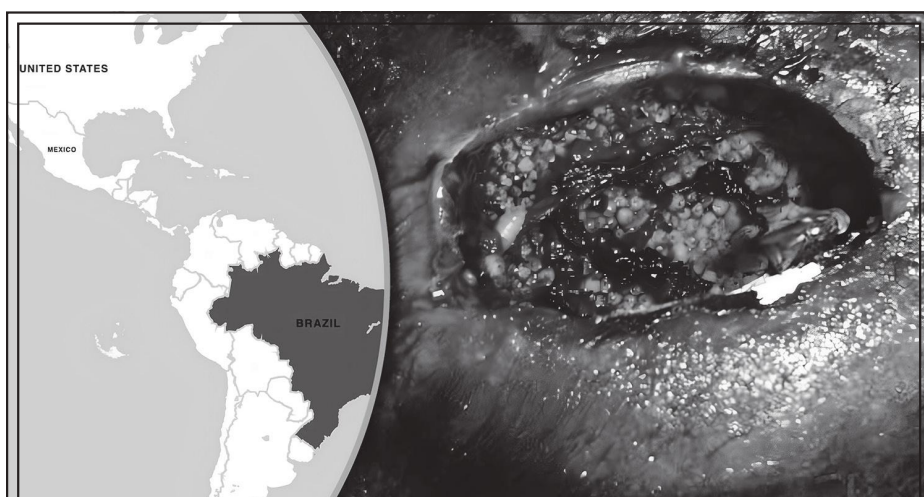
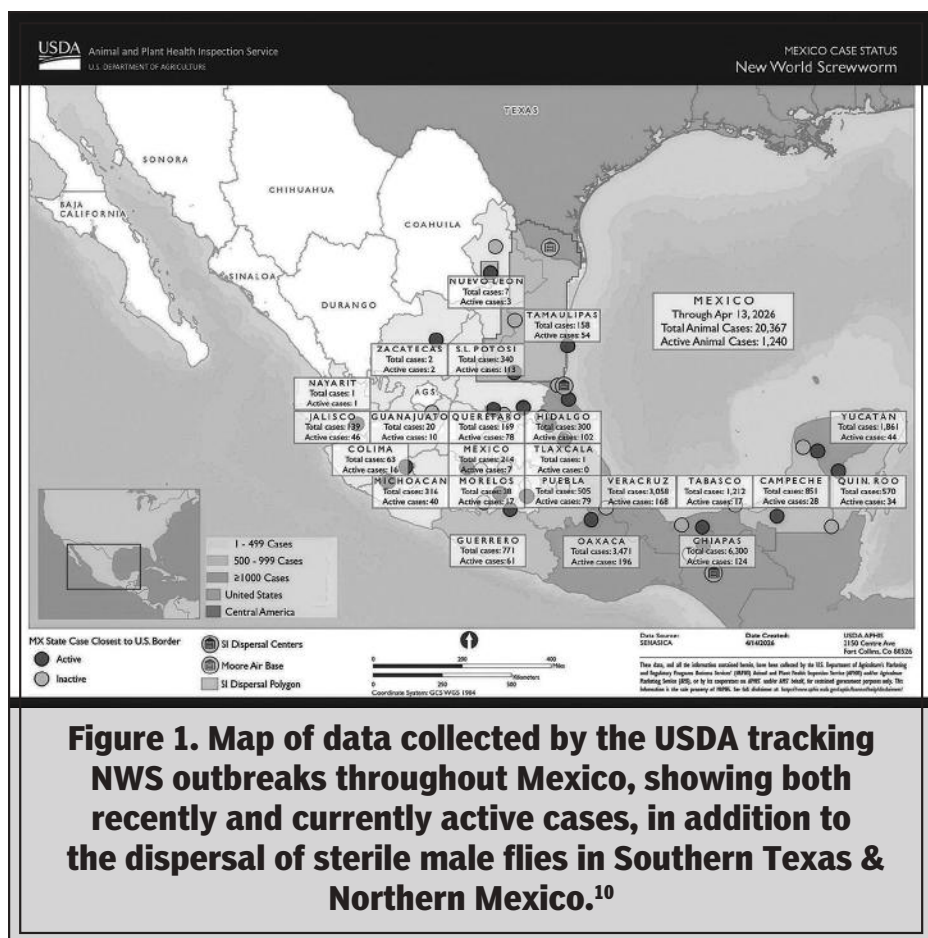


Figure 2. Image of NWS infected wound in cattle found in Brazil containing fly eggs and maggots.¹¹



The USDA has put many precautions in place to reduce the risk of the U.S. having an NWS outbreak. One method was to temporarily close the U.S.-Mexico border for cattle transportation at the first reported case of NWS in Mexico⁴. While these restrictions are no longer absolute, thorough inspections, testing, and treatments must be done before cattle (or bison) are allowed to cross national lines. Additionally, all of this must occur at specific entry points at the border⁶. Most livestock species, companion animals, and even humans have had reported NWS infestations, but cattle have been the target of most travel restrictions due to the NWS. Not only is this because cattle make up the vast majority of infestations, but cattle infestations are the most impactful financially for producers and consumers alike⁸.

What does this mean for producers? Since treatment is very limited, prevention is key. The best ways to prevent NWS in your herd are to diligently manage animals coming into your herd and keep a close eye on those already a part of your operation. While the USDA has put strict travel regulations and testing in place to cross borders, it is still important to closely inspect any new animals entering your herd as a precaution. This practice should already be in place for every operation, but the risk of NWS further emphasizes the necessity of it. Producers must carefully monitor animals that have any sort of wound, either from injury or resulting from management — castrating, branding, dehorning, etc. Newborn calves can be susceptible, specifically at their navel, where the umbilical cord was formerly located². Risk for calves can be reduced by applying an iodine solution to where the umbilical cord was connected. Other wounds should be closely watched, and proper wound care should be adhered to whenever a wound is present.

Overall, keeping an eye out for NWS not only in your herd but also in the news is essential. Most preventative measures that

producers can control revolve around following BQA protocol for herd health. Maintaining good facilities, limiting injury, and keeping a good eye on your herd are already essential for a successful operation. Prevention and early detection are key to reducing the threat of NWS, so producers must remain ever vigilant.

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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 Brooke Atkins are not necessarily those of N.C. State University or Dr. Carrie Pickworth.

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the JULY issue

Spotlight material
is due
JUNE 1 for
the JULY issue

You Decide!

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

You Decide: Why Are Trailer Parks Disappearing?. The term “housing affordability crisis” is commonly used today. It refers to the difficulty of homebuyers, particularly first time buyers, being able to purchase a standard “stick built” home. A stick built home is constructed on site, and the homebuyer purchases the home as well as the land on which the home was built.

There’s another type of home ownership that close to 10 percent of households use. Here, a household buys a preconstructed or manufactured home, usually referred to as a trailer or mobile home. They locate their home in a community with other trailer owners, often termed a “trailer park.” The big difference is they typically don’t own the land under their trailer. Instead, the trailer owner pays a periodic fee to the owner of the land. In summary, the household owns the dwelling but rents the land under the dwelling.

This scenario creates a potential problem for these households. Once the land rental contract has expired, there is no assurance the trailer owner can renew it. If it is not renewed, the trailer owner must move.

This situation appears to be happening more frequently, including in North Carolina. Trailer park lands are being sold, forcing trailer owners to leave. Unfortunately, some of the trailer owners may not have the funds to pay to move their trailers. They may end up selling their trailer and trying to find another way of living. While there is no official measure, there are estimates suggesting that up to a quarter of the almost 3,000 trailer parks in North Carolina have been sold in recent months.

What’s happening? Two things are occurring. First, North Carolina is rapidly growing. Second, growth usually means land values rise.

Let me be more specific. Regarding the first point, anyone who has been in North Carolina for a significant period of time knows it is one of the most rapidly growing states in the country. In the last decade, North Carolina ranked sixth among the 50 states and the District of Columbia in population growth. The state is also in the top rankings for business location.

To the second point, more people and more businesses mean more land usage, and it often means more expensive use of the land. A parcel of land with a trailer park will yield relatively low revenues to the landowner compared to what the owner could derive from a high end home subdivision or a shopping center.

I’ve seen the closure of trailer parks in the Triangle area where I live. One park was located in one of the major cities and was very accessible to shopping and other city amenities. It was no surprise – at least to me – that when the trailer leases expired, the owner

was approached by developers. Over time, land uses will move toward the most profitable development. I first saw this when my grandfather’s farm was sold for a housing subdivision.

Of course, the big losers are the owners of the trailers, who now must find new sites for their mobile homes or find new ways to live.

What are these options? Assuming the owner can afford to move the trailer, one possibility is to choose a location away from the fast growing cities, such as in rural or semi-rural regions. In fact, with land prices usually lower in more remote locations, some trailer owners may be able to purchase a plot of land for their trailer. Or, several trailer owners could possibly combine their resources to buy enough land for a new trailer park. But for those with limited financial resources, this option is likely not practical.

However, the downside of more remote locations is they are likely farther away from job centers, meaning mobile homeowners will be commuting longer distances.

Another option for trailer owners is to sell the mobile home and use traditional renting options, such as living in an apartment. But this means giving up ownership of the trailer and the pride of ownership that comes with it.

If there are enough households in the community who are concerned about the challenges to mobile homeowners forced to leave trailer parks, those households could combine their resources and purchase new land for trailer parks. The new trailer parks could be structured with long leases and protections for trailer renters. For this option to be practical, the land would likely need to be outside of popular urban sites.

Lastly, the public sector, meaning cities, counties, and even the state, could consider involvement with the issue of disappearing trailer parks. Many governments are already considering the problem of housing affordability, and the lack of affordable land for trailer owners is certainly part of housing affordability.

Simply put, the public sector could consider buying land for use by trailer owners and thereby establishing new trailer parks. The major difference is the land is owned by the public. Stipulations could be set prohibiting the sale of the trailer park for other uses. Of course, taxpayer money would be needed to fund the land purchases, and the involved governments would be foregoing significant property tax receipts if the land was used for more expensive projects.

The recent decrease in the availability of land dedicated to trailer parks has created an additional component of the housing affordability issue. Is there a way to address this issue to keep trailer ownership as an important part of affordable living? You decide.

You Decide: Is the U.S. Energy Independent?. The Iran war has caused a worldwide shortage of oil, which has been translated into a shortage of all types of fuel, including gasoline for vehicles and jet fuel for airplanes. The result has been significant increases in gasoline and other fuel prices. As this article was written in early May, since the conflict started, gas prices are up over 60 percent, and airline tickets — which reflect the price of jet fuel — have increased an average of nearly 20 percent. Prices may be even higher once you read this article.

Yet, the U.S. is currently the largest producer of oil in the world. This has caused some to say the U.S. is energy independent, implying we can fulfill our fuel needs from domestic supplies with no reliance on foreign production. But if this is correct, why have we seen the significant fuel price increases cited above?

One reason is that all oil is not the same. There are two fundamental types of oil, so called “light oil” and “heavy oil.” The U.S. produces a significant amount of light oil, but our refineries, built decades ago, were primarily constructed to turn heavy oil into gasoline and other fuels. As a result, our country imports heavy oil from other countries.

A second problem is where the oil is produced and where the refineries are located in our country. U.S. oil wells are in the interior of the country and in Alaska, while refineries are typically on the U.S. coasts. It is often easier for imported oil to reach refineries using the ocean rather than to transport oil from U.S. wells over land to the refineries.

The third issue is the fact that oil is an international commodity sold and bought all around the world. In this kind of economic environment, the price of the commodity tends to be the same wherever the commodity is traded. Hence, if the standard price of oil is \$100 a barrel in the Middle East, it will also be \$100 in Europe, Asia, and the United States.

With regards to local gas prices, a corollary question often asked is why gas prices can vary between stations. If oil is oil and gas is gas, wouldn't this mean gas prices should always be the same at all stations at any given time?

There are two answers to this question. First, stations will not necessarily purchase their gasoline supplies at the same time, which means the wholesale price of gasoline can be different for different stations. Those that purchased wholesale gasoline when prices were lower can afford to have a lower retail price for customers.

The second reason for different retail gas prices is the gas station's location. Stations that are at a convenient location, such as near a well traveled highway, close to residential communities, or on the same side of the street where the majority of traffic is flowing, are more convenient and save time for customers. The stations likely will try to monetize this convenience by raising their price a bit. If customers value convenience more than the increase in price per gallon, then the local differences in prices will remain.

Ironically, light oil, which the U.S. has an abundance of, is preferred to heavy oil, which many of our refineries were built for. Hence, it appears a simple way for the U.S. to reduce its oil imports and move closer to energy independence would be to convert existing refineries from using heavy oil to using light oil. This would

appear to be an easy fix, so why aren't we doing it?

A big reason is cost. To convert a refinery from using heavy oil to light oil would likely cost millions of dollars and possibly close to \$1 billion. There are also potential local zoning restrictions, environmental worries, and other regulations to address.

A potential solution to reaching energy independence is, of course, to reduce our use of oil, particularly for driving. Currently, 91 percent of U.S. vehicles use oil based gasoline for fuel. There have been attempts to use other fuels, such as solar, hydrogen, and electric powered batteries created from alternative fuels. But so far there have been uncertain results from these efforts.

While our county is a big oil producer, we still must import foreign generated oil, meaning we are not energy independent due to the type of oil our refineries must use. Is it important for us to be energy independent? Should we accept the costs and change the regulations so we can make our refineries compatible with the oil we produce? Or should we increase our efforts to use alternative fuels for driving? These are important questions that you, and everyone, must decide.

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	

**For more information
about your breed's Spotlight Issue, contact:**

THE CAROLINA CATTLE CONNECTION

**P.O. Box 1207 • Cary, NC 27512
919-552-9111 • mail@nccattle.com**

In Loving Memory...

Joseph “Joe” Herman Haynes

February 23, 1933 – May 16, 2026

Joseph “Joe” Herman Haynes, 93, of Statesville, N.C., passed away on May 16. He was born on Thursday, February 23, 1933, to Mildred Swaim and Colon Haynes of Davidson County, North Carolina.

The eldest of four siblings and all of his first cousins, Joe grew up on the family farm and developed a love for agriculture at an early age. Joe attended Hasty High School in Thomasville, N.C., and graduated in May of 1951. During his high school years, Joe was active in extracurricular activities such as Future Farmers of America (FFA), basketball, and baseball. After high school, he continued his education at N.C. State College in the fall of 1951, where he studied agriculture and graduated with a Bachelor of Science degree in May of 1956. While attending N.C. State, Joe joined the Army Reserves with an eight year obligation. After one year of teaching vocational agriculture to ninth and tenth grade boys at Coats High School in Harnett County, N.C., as well as teaching a military veterans’ class — who were studying under the G.I. Bill program — Joe was called to active duty by “Uncle Sam.”

Joe Haynes and Sue Loggins were neighbors growing up. Both families were members of Springhill Methodist Church. During their youth, they realized their love for each other. After both pursued and finished their higher education, Joe and Sue were married on June 1, 1957. Their greatest achievement of 55 years together was the family they created — four sons, three wonderful daughters-in-law, nine

very special granddaughters, and ten great grandchildren.

From 1957 to 1990, Joe and Sue raised the boys and lived in various North Carolina locations like High Point, Monroe, Dunn, Statesville, and Raleigh. In 1979, the family was baptized in the Baptist faith at First Baptist Church in Raleigh. When Joe and Sue moved from Raleigh back to Statesville in 1990, they joined Western Avenue Baptist Church, where they cared for the two year olds during the worship service and served on the baptismal committee for twelve years. Joe was a dedicated member of WABC for 30 plus years. He lived by the Ten Commandments and served our Lord and Savior, Jesus Christ.

Joe was a steward of the land. He loved the smell of freshly tilled soil in the springtime, viewing green growth from tilling the soil to seeing crops growing, and then receiving the Lord’s reward at harvest time.



He particularly liked seeing a field of growing healthy corn or a thriving stand of alfalfa, but most of all, Joe took pride in being the caretaker of Black Angus cattle. Watching his Black Angus cows grazing on a lush growth of orchard fescue grass and Ladino clover was a joy to behold!

Joe was also active in Boy Scouts of America. He received his Eagle rank as a teenager and served as an assistant scoutmaster during his sons' young years as Boy Scouts. The 12 points of the Scout Law were lived daily in Joe's life — trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.


Joe was a member of the Iredell Cattlemen's Association. During his membership, he served as its director, vice president, and president. Joe was elected by his peers and served two terms as vice president and two terms as president of the North Carolina Angus Association. He was voted into the N.C. Angus Hall of Fame in 2007.

While working as one of three FCX regional managers, Joe was recognized as the most outstanding regional manager by FCX management five of his nine years in that role.

Joe enjoyed a good ACC basketball game. He always supported N.C. State University — Go Wolfpack! He loved watching girls high school basketball and volleyball, especially when his granddaughters were playing.

Joe was preceded in death by his best friend and lovely wife, Sue; his parents; sister, Lucy; and brother, Ronald. He is survived by sons, Scott (Stephanie), Keith (Cindy), Gerald, and Mark (Julie); nine granddaughters, Adison (Josh), Callie Rae, Meredith (Jake), Molly, Emory (Riley), Maggie (Nick), Taylor (Josh), Morgan (Colby), and Sydney; and ten great grandchildren, Sage, Sawyer, Hattie Ruth, Willow, Marilla Kate, Saylor, Landon, Ellie Scott, Quinn, and Sophie. Other surviving family members include his brother, Wayne (Bonnie) Haynes; brothers-in-law, Dr. Stanley Harrell and Alfred Nifong; and sisters-in-law Doris Loggins and Brenda (Bill) Bradner. His memory will live on in his relatives, his church family, close friends, and many others.

Memorials can be made to WABC or a charity of choice.



THE CHAPLAIN'S CORRAL

We Are Not in Control

By **SCOTT HILGENDORFF**, *Cowboys for Christ Chaplain*

Anyone who gets on the back of a bull or a bucking horse knows they only have so much control over what is about to happen when that chute gate opens. Anyone who runs a cattle operation knows they only have so much control over their operation to affect the prices come market day.

In the Book of James, James wants us to understand it's God who is in control, and it is Him we need to recognize is in control of those outcomes, including a 90 point ride or a buck off and a record market price or a devastating wildfire that burnt through the pasture.

As told in James 4:13-17 — *“Come now, you who say, today or tomorrow we will go into such and such a town and spend a year there and trade and make a profit. Yet you do not know what tomorrow will bring. What is your life? For you are a mist that appears for a little time and then vanishes. Instead you ought to say, If the Lord wills, we will live and do this or that. As it is, you boast in your arrogance. All such boasting is evil. So whoever knows the right thing to do and fails to do it, for him it is sin.”*

James offers some pretty strong words to make us think about our place in our own plans when we have no knowledge about what tomorrow is going to bring.

Wildfires have been raging through Nebraska recently, and we've seen them burn their way through Texas multiple times in recent years. Just a year ago, I found myself grabbing what I could and

feeling my own home with the glow of an approaching wildfire in the night sky. I had been watching television and expecting to get up the next morning getting ready to do cowboy church at a rodeo. Instead, I spent the night in a friend's spare room waiting for word on whether or not my home survived. Praise God, the high winds we were having shifted the fire north into an unpopulated area until it was brought under control as the winds finally gave up.

It's a helpless feeling but a hard reminder that, good or bad outcomes, God is in control. James tells us that it is His will we should be seeking in everything we do. He doesn't call it sin but instead chooses a harsher word by calling it arrogant and evil for us to boast to others about our plans.

What makes it arrogant is to think we can control our outcomes. That doesn't mean we don't work hard toward an outcome. It doesn't mean we don't plan out how much feed we think we might need to pick up to make it through until the spring pasture greens up enough to move the cattle. We plan these things with the understanding that we are only here for a short time while God has been in control for generations before us and for as many generations as this Earth has left. We need to seek and follow God's direction through each decision we make.

He ends the section of scripture with a warning that knowing what God wants us to do and ignoring it is sinful.

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NE Cattle Reproduction School

July 14, 2026

9 AM - 5 PM

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- Preg Checking via Palpation & Blood Testing
- Artificial Insemination VS. Natural Service
- Culling & Animal Selection
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Questions: Contact Martha Mobley at 919-495-1305
or martha_mobley@ncsu.edu



42nd Annual NCAA Spring Fever Sale

By **CORTNEY HOLSHOUSER**, *N.C. Angus Association*

The 42nd Annual N.C. Angus Spring Fever Sale was held April 25 at the Shuffler Farm Sale facility in Union Grove, North Carolina. It was a beautiful morning for potential buyers to view the cattle and evaluate the 53 live and frozen lots sold. The cattle offered by consignors drew a large crowd and interest. It was a wonderful day to visit with our Angus family and highlight the genetics our North Carolina members are producing. The sale was a huge success, grossing \$415,600 with an average of just over \$7,841. The sale was managed by Zach Moffitt Cattle Marketing & Consulting of Concord, North Carolina. The consignors, along with Zach, worked hard showcasing the females before and during the sale. The offering included fall cow/calf pairs, spring cow/calf pairs, bred cows, bred heifers, open heifers, N.C. Elite heifers, elite pregnancies, and embryos. This year's consignors included Biltmore Company, Black Cedar Angus, Butcher Branch Land & Cattle, Chapman Cattle Company, H&D Angus, Harve Creek Cattle Company, Heritage K Farm, Hill Angus Farm, J2 Cattle Farm, JBB Farms, Legacy at Pine Hill Farm, Lucas Farm, Mill Creek Cattle Company, Owens Family Farms, Scarlett Farms, Shelton Angus Farm, Simpson's Angus Farm, Springwood Angus, SSS Farms, The 909 Ranch, Triple LLL Angus, and Wass Cattle Company. Several visitors came out on Friday afternoon to view the cattle, and lots more arrived early on Saturday morning. Between the crowd and the internet viewers, the sale reached bidders and buyers all over the country. The sale arena was full as Colonel Will Thompson kicked off the auction at noon.

Thank you to the N.C. Junior Angus Association for preparing a wonderful lunch of BBQ beef donated by Carson Family Farm, slaw, trimmings, and banana pudding. Greg Little's famous pecan and peanut brittle, a pineapple cake with cream cheese icing, homemade cinnamon rolls, sourdough bread, banana pudding, and a show supply bundle were auctioned for the juniors ahead of the sale. Double Creek Angus, Harward Sisters, Scarlett Farms, Butcher Branch Land & Cattle, Wood Angus, and Hankins Farm purchased these items to benefit the juniors. The N.C. Angus Auxiliary once again decorated the sale ring with beautiful flowers from Blake Farms. They were auctioned before the sale to raise money for the Auxiliary's projects. Thank you to SSS Farms, Eddie Harrill, and Moffitt Cattle Company for purchasing these. We appreciate the working partnership we have with these two groups to make our N.C. Angus events special.

The high selling lot was Lot 2, a heifer pregnancy out of Wilks Crick and Biltmore Ruby M415, consigned by Biltmore Company. The Ruby Family has been as dependable as you can expect for the Biltmore program. Stemming back to the multi-million dollar producer, 44 Ruby 2357. Ruby M415 is an upcoming young donor for Biltmore, who is out of the \$30,000 valued Ruby K402. M415 is a high ranking Hart Network daughter who possesses a solid EPD profile for Production, Maternal, and Carcass Merit. Among Hart Network non-parent daughters, she ranks #6 for Marb, \$G, #3 for \$W, and #1 for CW, \$F, \$B and \$C. This mating to Wilks Crick for a heifer due this fall offered improved Management Value and increased genetic merit for Production and Carcass Merit. Crick semen has been in short supply, and the genetics have been in high demand. The Lot 2 pregnancy was selected by Bear Hill Cattle Company of Dade City, Fla., for \$27,000.

The N.C. Angus Elite Heifers were a sale feature once again. To qualify for the Elite Heifer status, the females must meet a stringent set of performance and breeding guidelines. The consignors continue to make the extra effort to have their top quality heifers meet the standards, and this year, 11 of the bred heifer consignments were designated Elite. The Elite Heifers sold for an average of \$7,636. Lot 22, 909 Blackcap 456, was the high selling Elite Heifer at \$15,000. Lot 22 was a Poss Winchester daughter bred to the popular Wilks Promise Keeper 3709 for a September calf. Lot 22 was consigned by The 909 Ranch and purchased by Miller Farm of Harrisonburg, Virginia. Lot 48, WHS Craftsman Lass 113M, was the second highest selling Elite Heifer. She was a Connealy Craftsman daughter bred to Connealy Cornhusker, consigned by Shelton Angus Farm. Craven Angus Farm of Seagrove, N.C., purchased Lot 48 for \$10,000. Other N.C. Angus Elite Heifer consignors included — Butcher Branch Land & Cattle, Black Cedar Angus, Harve Creek Cattle Company, Shelton Angus Farm, Triple LLL Angus, Owens Family Farms, and Scarlett Farms.

The high selling bred heifer in this year's sale was Lot 46, HC Boulder 910, a BA7 Oaks Bold Ruler daughter consigned by Harve

NCAA News continued from page 46

Creek Cattle Company. She is bred to 4 Sons Breakaway. She was selected by Locust Hill Cattle Company of Pelham, N.C., for \$11,000. In total, 17 bred heifers sold for \$99,500 to average \$5,853.

Once again there was a strong set of fall bred cows with big, stout calves. The top fall pair was Lot 10 and 10A consigned by Simpson's Angus Farm of Lucama, North Carolina. Lot 10, Simpsons Capitalist S237, was a daughter of LD Capitalist 316 with EXAR Upshot 0562B on her maternal side. The cow is bred to Biltmore Prosperity for a fall calf. She sold to Keck Farm of Milner, Ga., for \$6,000. Her fancy September heifer calf, Simpsons Statesman S293 sired by Virginia Tech Statesman, sold to Across the Creek Farms of Roseboro, N.C., for \$6,000. Another fall pair standout was Lot 4, WHS Top Cut Blackbird L5, consigned by Shelton Angus Farm of Gretna, Virginia. The cow is a Yon Top Cut G730 daughter bred to PEAK Draft Pick for a fall calf and sold to Malcolm Booker of Gladstone, Va., for \$7,750. Hankins Farm of Chatham, Va., selected Lot 4A WHS Crosswind Blackbird 121N, the heifer calf at side for

\$3,500. She is a daughter of VAR Crosswind 1361. The 10 fall cow/calf pairs sold for an average of \$8,855.

Two spring cow/calf pairs also sold well, averaging \$6,375. Lot 53 LPH Grace 154 353, consigned by Legacy at Pine Hill Farm, was the high selling spring pair, bringing \$6,750, and was selected by Locust Hill Cattle Company. She is a Tehama Tahoe B767 and sold with a bull calf at side by Square B True North 8052. Additionally, three bred cows averaged \$6,850. Lot 54 Black Cedar Nova 2468 was the high selling bred cow, bringing \$9,000, and was selected by Locust Hill Cattle Company. She is a Symmetry 228 daughter bred to 4 Sons Breakaway for an early fall calf.

The top selling open heifer was Lot 59A Heritage K Lynne B2504, consigned by Heritage K Farm. She is a September 2025 heifer sired by 4 Sons Breakaway. She sold to McCracken Farms in Clayton, Ga., for \$10,000. The second highest selling open heifer was Chapmans Lucy 520, consigned by Chapman Cattle Company. She is a February 2025 heifer sired by Virginia Tech Statesman. She sold to Fox Hill Farm in Brainerd, Minn., for \$7,000. In total, 4 open heifers sold for an average of \$7,125.

The pregnancies and embryos were a highlight of this year's sale. The top selling pregnancy was Lot 2, a heifer pregnancy out of Biltmore Ruby M415 and Wilks Crick, consigned by the Biltmore Company and selected by Bear Hill Cattle Company for \$27,000. The second high selling pregnancy was Lot 3, a heifer pregnancy out of SAF Wonder 1216 1924 and Wilks Achiever, consigned by Wass Cattle Company of Greensboro, N.C., and selected by Bear Hill Cattle Company for \$22,000. Lot 1 was a pregnancy out of RMRK Rita 0237 and GAR Grand Slam, consigned by The 909 Ranch of Statesville, N.C., and selected by Katie Colin Farm of Cartersville, Ga., for \$21,500. These three elite pregnancies averaged \$23,500. In addition, 9 embryos grossed \$10,500 for an average of \$1,166 each.

Volume buyers were Todd Hodges with Locust Hill Cattle Company and Jason Hunter with Hunting Creek Farms in Hamptonville, North Carolina. [CCi.LIVE](#) hosted the sale online. Cattle and embryos sold into North Carolina, South Carolina, Virginia, Tennessee, Georgia, Florida, Ohio, Minnesota, Missouri, and Kansas. Thank you to all the buyers who bid and purchased from the sale.

Again, this year we had a great sale day crew. Thanks to Neil Bowman, Billy Lewis, and Bryan Blinson for serving as ring men. A special thank you to Alicia Brenseke and Christy Perdue for helping to clerk the sale. Also, thank you to the Spring Fever Sale Committee — especially Brent Scarlett and Michael Jensen — Colonel Will Thompson, and Zach Moffitt for making the sale a success. We look forward to seeing everyone again next year on April 24 for the 43rd Annual Spring Fever Sale.


About the N.C. Angus Association. *The N.C. Angus Association is a dedicated community of breeders and enthusiasts committed to advancing Angus cattle in North Carolina. Through education, collaboration, and support, the association strives to enhance the quality and sustainability of Angus farming in the region.*

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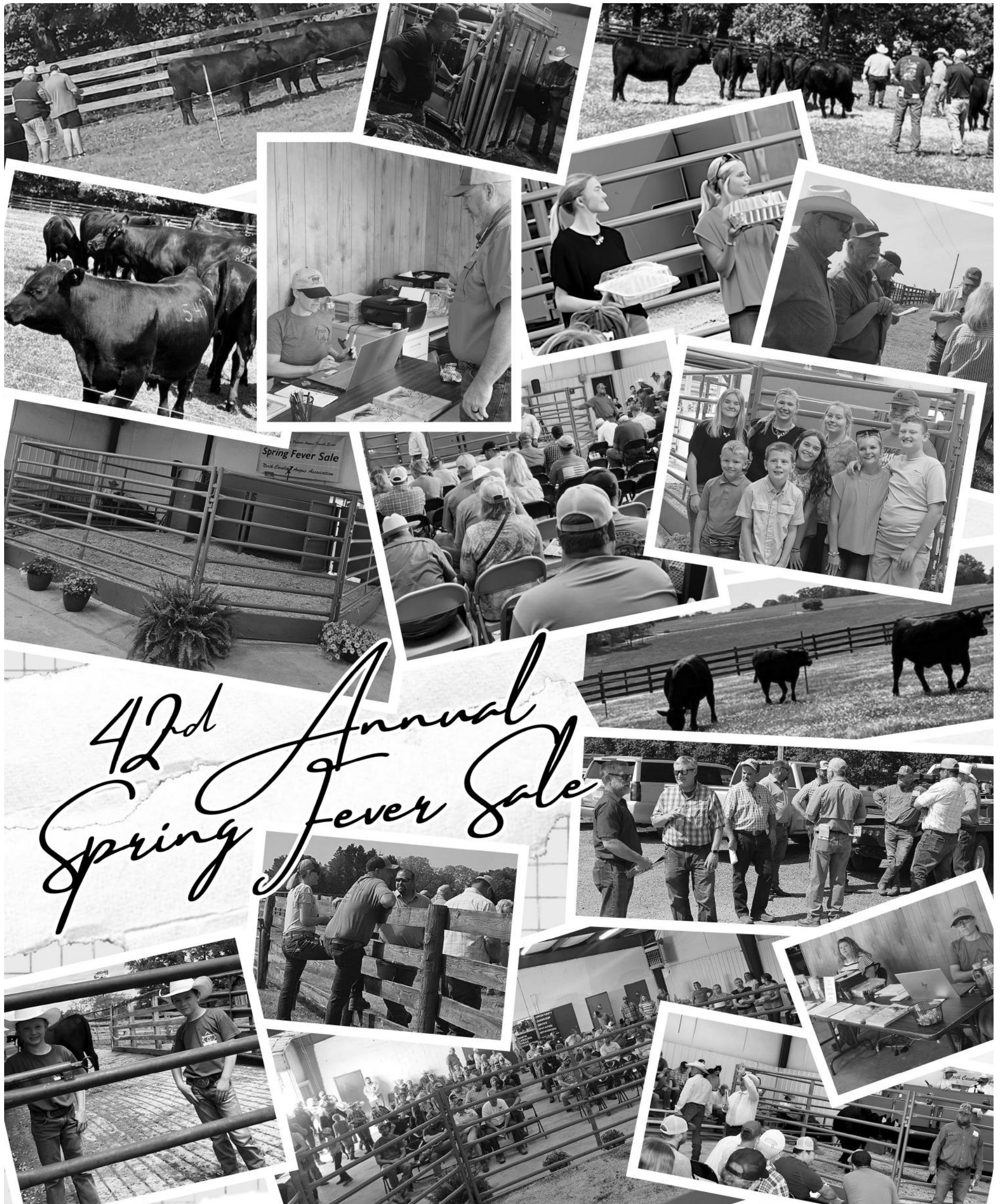
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ANGUS

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UPDATE

A Gathering For All. *The Angus Women Connected conference brings together those passionate about the beef industry.* The 2026 Angus Women Connect Conference was held April 8-10 in Excelsior Springs, Missouri. Hosted by the American Angus Auxiliary and underwritten by the Angus Foundation, the Angus Women Connected conference has been bringing women in the Angus breed together to share industry knowledge and engage in networking for the past 14 years. The event is designed to Engage, Empower, and Educate women from diverse backgrounds who share the common bond of Angus cattle.

The event schedule included a visit to the American Angus Association headquarters in St. Joseph, Mo., where participants were introduced to different entities and programs serving Angus breeders.

Ladies are selected based on a written application to attend the conference, which is held on even numbered years in either St. Joseph, Mo., at the American Angus Association headquarters or in Wooster, Ohio, at Certified Angus Beef.

For more information about the American Angus Auxiliary and for programs supported by the Angus Foundation, visit www.AngusAuxiliary.com and www.AngusFoundation.org.

2026 Angus/Talon Youth Educational Learning Program Interns and Host Ranches Selected. There will be 13 students paired with Angus ranches across the United States to expand their knowledge of the cattle industry this year as part of the Angus Foundation's 2026 Angus/Talon Youth Educational Learning Program.

The program's internships are the legacy of the late Camron "Cam" Cooper of Talon Ranch, Twin Bridges, Montana. Cooper established the Angus/Talon Youth Educational Learning Program Endowment Fund in 2009 to offer educational experiences for undergraduates pursuing agricultural degrees.

"The Talon internship empowers students with practical, hands-on experience that will build their technical skills and deepen their passion for the cattle industry," said Jimmy Stickle, donor coordinator for the Angus Foundation. "By working alongside respected Angus breeders, interns gain invaluable insights into ranch management, genetics, and animal health, preparing them for successful careers."

Allen Hill | Yon Family Farms – Studying natural sciences at West Texas A&M University, Allen Hill brings a background in agriculture and livestock production from Bonanza, Oregon, to Yon



N.C. Angus Auxiliary members Teresa Swisher and Christy Perdue attend in the Women Connected Conference.

Family Farms in Ridge Spring, S.C., this summer. Hill's passion for the cattle industry was shaped through involvement in FFA, 4-H, livestock judging, and athletics; experiences that helped develop his leadership skills, work ethic, and dedication.

Yon Family Farms is a family owned operation managed by Kevin and Lydia Yon alongside their three children. Founded in 1996, the operation has grown from 100 head of Angus females into a forage based program utilizing more than 5,000 acres and maintaining approximately 1,200 registered cows and 200 commercial cows. Known for producing high quality cattle, the Yons host both spring and fall production sales, marketing hundreds of registered bulls and females each year to progressive commercial cattlemen across the country.

American Angus Association and Angus Foundation Offer INTRUST Bank Credit Card Program to Support Education, Youth, and Research. The American Angus Association and the Angus Foundation have partnered with INTRUST Bank to offer an exclusive credit card program designed for Angus breeders and supporters across the country. The INTRUST Bank American Angus Association credit card allows cardholders to show their Angus pride while accessing a range of valuable rewards and benefits.

Branded with Angus imagery and available in multiple card options, the program offers members the opportunity to select a card that best fits their lifestyle. Whether seeking cash back rewards or travel perks, cardholders will enjoy strong protection features and everyday advantages that enhance convenience and peace of mind.

The Foundation is excited to offer members a simple way to support the Angus mission while enjoying meaningful financial benefits for all parties. This partnership allows individuals to celebrate their connection to the breed in a way that also gives back to programs shaping the future of our industry.

INTRUST Bank, a respected agricultural lender with roots in the cattle business, serves as the proud partner for this initiative. As part of the agreement, royalties generated through the program will directly support the Angus Foundation's education, youth



and research efforts, strengthening its ability to invest in the next generation and advance the breed.

“Every card application helps fuel educational opportunities and programming, leadership development, and research priorities that continue driving progress within the Angus breed,” said Jaclyn Boester, Angus Foundation executive director.

Individuals interested in applying for the INTRUST Bank

American Angus Association credit card can explore card options and submit an application online at <https://tinyurl.com/AngusINTRUST>.

About INTRUST Bank. INTRUST Bank is a leading regional financial institution with a longstanding commitment to agricultural communities. Its support for the cattle industry reflects a deep understanding of the financial needs of livestock producers and rural businesses.

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.

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COMMON GROUND



Steady Progress in a Changing Genetic Landscape

By MARK McCULLY, American Angus Association CEO

“Technology and tools opening new doors.”

For decades, the foundation of Angus genetic evaluation has been phenotypic data collected by breeders themselves. Birth weights, weaning and yearling weights, scrotal circumference, and mature size are measured on individual operations, recorded, and submitted by breeders who believe in the power of data to improve the breed. As technology evolves, so do the tools. Ultrasound technology delivers valuable insight into carcass traits without harvesting animals, and feed intake systems capture hard-to-measure data, but the ownership and responsibility for data collection largely remain with seedstock producers.

That model has served the Angus breed well and will continue to do so. But as the industry evolves, so must the way we think about genetic evaluation and the data that fuels it.

Impactful traits of the future, particularly those related to health, will be very difficult to measure on your farms alone. Traits such as disease resistance, morbidity, and mortality are most accurately observed in feedyards and other downstream production environments. Capturing this information requires collaboration with feedyards, packers, veterinarians, and technology providers who are already collecting large volumes of detailed data as part of their normal operations. The work Angus Genetics Inc. (AGI) is doing to collect heart remodeling data to better understand bovine congestive heart failure is

a great example of the collaboration needed to tackle industry issues.

Similarly, the next wave of maternal and female function traits, including fertility, longevity, stayability and lifetime productivity, depend heavily on partnerships with commercial cow/calf producers. These operations manage the vast majority of Angus influenced females in the industry, and their data provides critical insight into how genetics perform over time and across diverse environments.

During our most recent Angus Convention, we asked members directly whether more data from commercial environments is necessary and whether the competition from private companies will increasingly compete with breed association evaluations. The response was resounding on both questions that members believe commercial data will help our Association remain competitive.

I was not surprised at these responses, as our progressive minded membership has always had a keen understanding of where the industry is headed and is never satisfied with the status quo. This reality underscores the importance of the Board’s direction to position AGI to move faster, think more creatively, and operate more nimbly in developing new data streams, partnerships, and technologies.

Our goal is not to replace breeder data nor to diminish the role of seedstock operations in genetic improvement. On the contrary, the value of breeder collected data remains central to everything we do. But to keep the Angus genetic evaluation as the gold standard, we must strategically and responsibly complement that data with information collected throughout the production chain.

Private companies are already investing heavily in proprietary evaluations using commercial data. If we do not keep pace, important genetic tools risk becoming fragmented, inaccessible, or disconnected. By empowering AGI to operate with greater agility, we are ensuring Angus breeders benefit — not outside entities. The objective is simple. Keep the Angus genetic evaluation relevant, comprehensive, and firmly grounded in the interests of breeders.

The path forward will require trust, collaboration, and continued investment. It will also require feedback and engagement. With this mindset and commitment, I am confident the Angus genetic evaluation will be the standard well into the future.



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Feeding Quality Forum Set for August 4-5 in Amarillo. From shifting cattle markets to evolving consumer demand, today's cattle industry requires producers to make sharper, more strategic decisions than ever before. Set for August 4-5, 2026, in Amarillo, Tex., the 2026 Feeding Quality Forum brings cattlemen together to explore practical solutions, timely market insights, and real world strategies designed to support their bottom line.

Join us in the Texas Panhandle for two days of engaging sessions, industry leading speakers, and valuable networking opportunities to help producers navigate their business with confidence.

The weekend isn't all lecture — attendees can pick their choice of two Beef Blitz pre-event tours. Experience Caviness Beef Packers Harvest Facility or Caviness Beef Packers, Amarillo's ground beef facility.

Stage sessions will kick off with returning speaker Dan Basse of AgResource Company, who will provide a global market overview of how to prepare for risk management amidst shifting markets. The afternoon will feature topics of cattle management and marketing, an update on red meat yield, and a panel discussion about the value of coordinating supply chain efforts.

Cap off the night with a tip of the hat to 2026 Industry Achievement Award winner, Del Miles, DVM, at a reception and dinner featuring the Certified Angus Beef (CAB) brand. Miles and CAB President John Stika will sit down to discuss the evolution of veterinary medicine in the beef industry and Miles' commitment to improving feedyard management.

The event wraps up on August 5 after the morning sessions covering topics such as how Certified Angus Beef Prime is a practical target for cattlemen, evolving ground beef sales opportunities, updates on the beef-on-dairy market, advancements in feed and herd health, and strategies for herd expansion and goal setting.

The event concludes with a Certified Angus Beef brand lunch alongside closing remarks. Find more details and register at FeedingQualityForum.com.

Feeding Quality Forum is sponsored by AngusLink, *BEEF Magazine*, Caviness Beef Packers, Diamond V, Whole Cottonseed, Drovers, Elanco,

Feed Lot, NCBA Cattlemen's Education Series sponsored by National Corn Growers Association, Rabo AgriFinance, Select Sires Inc., and Selko.

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.

Behind the Brand



Not From Your Pocket

By JOHN STIKA, Certified Angus Beef President

While Certified Angus Beef (CAB) is a not-for-profit company, it does generate revenue.

It takes dollars to invest in the brand, our people, operations, and marketing our premium product worldwide, to create consumer demand and an economic signal that supports higher prices for registered Angus genetics.

When Angus ranchers ask how CAB is funded, the answer isn't dollars out of their pocket. No portion of American Angus Association membership dues or fees for cattle registrations or transfers goes toward the brand's budget. Since CAB was first able

to cover its own expenses back in 1983, the brand has evolved to be financially self sufficient and, beyond its own business initiatives, able to invest back to support those of the Association.

If members aren't funding the branded beef program solely owned by their association, where does revenue come from? CAB is funded by licensed packers and processors that produce Certified Angus Beef and directly tap into the added value and demand the brand has created. A very small portion of revenue comes from CAB store merchandise.

As explained in April's column, every pound of beef packaged in a CAB bag or box is reported to the brand. The reports track where CAB products go and whether circumstances around a sale merit commission (trademark royalty). Reporting not only protects the brand's integrity but also ensures we're appropriately compensated.

Since its inception, the brand has used a commission-based revenue model that ranges from 1¢ to 7¢ per pound (lb), depending on the cut and its relative market value. Middle meats such as ribeyes and tenderloins are on the upper end of that range, while the lower end is round cuts, bones for demi-glace production, or fat trim for edible tallow. The average commission rate is approximately 2.7¢ per lb. Value added processors, such as those manufacturing deli meats or fully cooked items, pay roughly 5¢ per lb in addition to the base subprimal commission rate. The exception to this structure is our Ranch to Table program, where ranchers with direct-to-consumer beef programs become licensees. That commission is \$10 per head.

Pennies add up. Last fiscal year, we reported roughly \$33.5 million in commission revenue.

Logically, commissioned sales are constituted when our branded product is intentionally sold as CAB, such as fulfilling a retailer or distributor order for CAB ribeyes. If a packer fills an order with CAB based on a customer's request for an upper Choice, Angus product, then that also merits a commission because CAB was intentionally used to fill the order, even if the customer didn't explicitly request the brand. Commissions are not collected when CAB is substituted to fill an order for a lower quality product (i.e., subs), such as commodity USDA Choice.

This structure has remained constant. Some product specific commissions have changed as fabrication style has evolved, such as bone-in to boneless, and the brand has created more value for various cuts over time. All packers and processors, independent of size, pay the same rates.

It's a process where CAB creates demand and then collects commission. This only works if the demand created exceeds commission rates. If not, it would be logical for packers to direct attention toward their own branded beef programs that wouldn't owe us a commission.

The marketing and sales team at CAB communicates the brand's value to our partners. You — the rancher — is a prominent talking point for assuring we have the best sourced beef on the market. The value we bring keeps packers locked in on CAB. Not just in the U.S., but internationally.



Join us in Montana – Fall Focus 2026 in beautiful Bozeman. Hosted August 28–September 1, Fall Focus brings together cattle producers, breeders, and industry leaders for a week focused on innovation, profitability, genetics, and the future of the beef business. This year's event features the Montana Simmental Showcase, an educational symposium centered on maternal and terminal priorities in today's beef industry, and ASA committee and board meetings open to members and attendees.

Whether you're looking to gain industry insight, connect with fellow producers, or help shape the future of the association, Fall Focus offers valuable opportunities for every segment of the cattle business.

For full event details and to register, visit fallfocus.org.

Spring ASA Board Meeting Highlights. ASA Board of Trustees met April 20–23 in Bozeman, Mont., for a productive springboard meeting. Continue reading for some of the key highlights. If you have any questions about the meeting, contact a trustee from your region.

Activities & Events – The ASA Board of Trustees approved enhancements to the Progress Through Performance (PTP) program, including GGP-100K testing for all champions and plans for increased staff support of national PTP shows. The addition of a Fullblood division at the American Royal was also approved, pending approval by American Royal show management.



Breed Improvement – A key outcome from the board meeting was a reduction in DNA testing costs, effective May 4. Pricing for the GGP-100K panel and several add-on tests will decrease, allowing ASA to pass laboratory savings on to membership. As part of this update, the GGP-uLD panel will be discontinued, streamlining genomic testing and ensuring consistency across evaluations.

The Board also reviewed ongoing progress within International Genetic Solutions (IGS), including updates to the docility, stayability, and backfat and marbling evaluations, along with continued refinement of the \$API and \$TI indexes.

Growth & Development – The board reviewed updates to ASA's marketing and outreach efforts, including expanded digital

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advertising opportunities and *Herdbook* tutorials available to members. Staff were also directed to explore additional ways to promote SimGenetics influenced feeder cattle, helping strengthen demand and create added value for commercial and seedstock producers.

Policy & Procedures – Actions included approval of an updated DNA access policy, granting both the original sample owner and current animal owner access to genotype. Members can also expect a new registration certificate format designed to better display expanded EPD information.

Simbrah – The board approved a Simbrah focused October issue of *The Register*, with plans to build toward regular dedicated coverage.

ASA DNA Testing Price Reductions & Updates. We are pleased to inform you of the updates to ASA's DNA testing options and pricing that began on May 4. Due to reduced costs from ASA's testing laboratory, pricing for the high density genomic panel (GGP-100K) and add-on traits has been lowered, and those savings will be passed on to ASA membership. As a reminder, all herd sires born on or after January 1 must have the GGP-100K on file in order to register progeny.

Specific price adjustments are as follows:

- GGP-100K – \$45 (\$5 reduction)
- Add-on Diluter – \$2 (\$1 reduction)
- Add-on Coat Color – \$2 (\$7 reduction)
- Add-on Red Charlie – \$8 (\$11 reduction)
- Add-on horned/polled – \$2 (\$20 reduction)
- Add-on OH – \$9 (\$7 reduction)
- Genetic Conditions Panel – \$5 (\$24 reduction)

As part of these updates, the ultra low density genomic panel (GGP-9K) is discontinued effective May 4 and will no longer be available for order after that date.

If you have questions regarding testing options or these pricing changes, please contact the ASA DNA Services team at dna@simmgene.com.

International Genetic Solutions Welcomes Geneticist Dr. Zuleica Trujano. International Genetic Solutions (IGS) is pleased to announce the hire of Dr. Zuleica Trujano for the position of Genetic Data Scientist.

Dr. Trujano's role with IGS will bring new ideas, perspectives, and practices to the IGS multi-breed genetic evaluation and ultimately strengthen the product delivered to producers worldwide. She will work closely with IGS Lead Geneticist Dr. Ryan Boldt. "I am excited to have Zuleica join the IGS team," Boldt shared. "She brings great experience working with large breed association datasets and a multitude of experience working on different projects that advance the science of genetic evaluation."

Dr. Trujano recently completed her PhD in the Animal Breeding and Genetics Group at the University of Georgia. She is originally from Texcoco, Mexico, and has been involved in the beef industry from an early age, growing up in a rural town where her family ran a small feedlot. This experience motivated her to pursue a bachelor's degree in animal science at the University of Chapingo, Mexico, where she discovered her passion for genetics while working in a

molecular genetics laboratory. She later moved to the quantitative side, applying statistics and models to assess the utility of these genotypes in estimating the genetic merit of animals. She then completed a master's degree at the same university before coming to the U.S. to pursue her dream of a Ph.D. in one of the most well known programs in quantitative genetics. In Fall 2025, she won first place in a genomic prediction competition at the University of Georgia, organized by Bayer.

ASA Executive Vice President Dr. Jon DeClerck shared, "IGS has built its reputation on delivering the most advanced multi-breed genetic evaluation in the world. Adding additional scientific firepower through this position was a natural evolution, allowing us to accelerate innovation while preserving the scientific rigor and collaboration that have defined IGS since its inception."

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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3 - 4 pm EST

Farm stewardship through succession and transition:
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Speaker: Dr. Noah Ranells, NC FarmLink
[Webinar registration](#)



Wednesday,
August 19,
3 - 4 pm EST

Soil carbon and nitrogen in forage and grazing lands
across North Carolina.
Speaker: Dr. Alan Franzluebbbers, USDA-ARS
[Webinar registration](#)



Thursday,
September 17,
3 - 4 pm EST

Strategies for weed management in tall fescue pastures.
Speaker: Dr. Navdeep Godara, Crop & Soil Sciences, NC
State
[Webinar registration](#)



Thursday,
October 1,
3 - 4 pm EST

Considerations for establishing an optimal breeding and
calving season in North Carolina.
Speaker: Dr. Felipe Silva, Animal Science, NC State
[Webinar registration](#)

Questions? Contact braudal@ncsu.edu



American
Gelbvieh Association
NEWS

Saville Announced as the American Gelbvieh Association Summer Intern. The American Gelbvieh Association (AGA) is excited to announce hiring Sidnie Saville of Blacksburg, Va., as the AGA summer intern. In her internship, Saville will assist in all aspects of AGA operations, including member programs and services support, member education, and American Gelbvieh Junior Association (AGJA) Junior Classic activities.

“The AGA is elated that Sidnie will be joining our team this summer! Sidnie will play a key role in the organization and execution of the 2026 AGJA The Good Life Junior Classic. With extensive experience, an impressive work ethic, and genuine interest in youth development and the livestock industry, we are excited to see her contributions to AGA and AGJA,” said Martha Moenning, AGA member and youth activities coordinator.

Saville was raised in the livestock industry and showed sheep and cattle throughout her 4-H career. She attended Northern Oklahoma College, where she was a member of the livestock judging team. She is a current senior at Iowa State University and graduated with her bachelor’s in agricultural communications in May.



Saville is very passionate about the livestock industry and helping foster the next generation. She has had the opportunity to work with youth programming and livestock show management on local, state, and national levels.

“I’m honored to join the AGA as a summer intern and contribute to an organization that plays such an important role in advancing the beef industry. I’m excited to learn from the AGA team, support youth, and share the mission of the AGA with producers across the country,” said Saville.

Saville will begin her internship on May 20 and can be reached at intern@gelbvieh.org or at the AGA office at 303-465-2333.

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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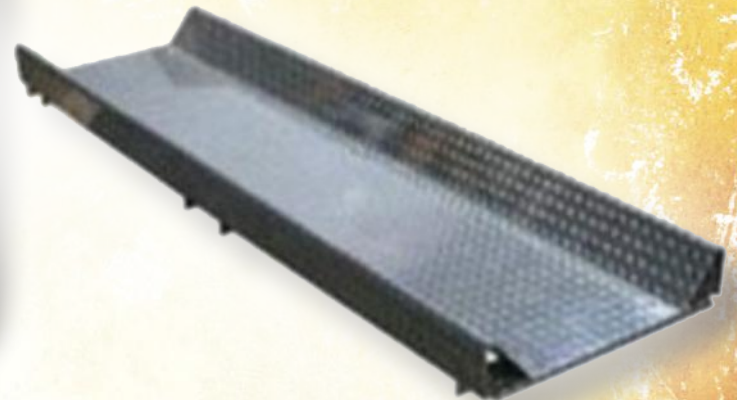
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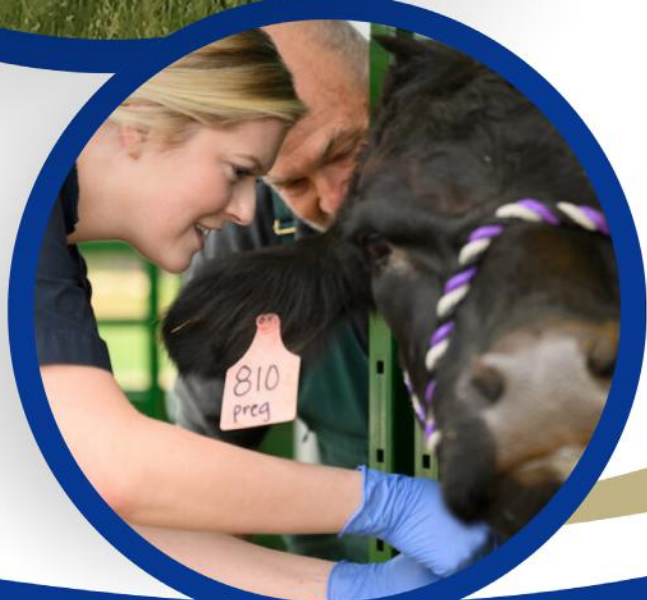


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Trending in Food & Media

MCDONALD'S CEO & THE NEW BIG ARCH BURGER



Bloomberg reported that the viral video of McDonald's CEO eating the chain's Big Arch burger generated an estimated \$18 million in brand value for McDonald's during the month of March.²



Axios said, McDonald's CEO Chris Kempczinski increased his Instagram followers tenfold since 2023 and saw another 30% growth in followers since the Big Arch video.³



The CEOs of Burger King, Wendy's and other chains posted similar videos. Burger King was featured in 68% of the McDonald's burger video online conversation.³

STARS EATING, COOKING & CELEBRATING WITH BEEF



More than 1,000 news mentions discussed the menu for golfer Rory McIlroy's Champions Dinner ahead of this year's Masters. McIlroy requested Filet Mignon as a main course for the dinner on April 7.^{1,4}



Several media outlets posted about actress Jennifer Garner's easy steak rice bowls. Her Naptime Cook Club demonstration has more than 141,000 likes on Instagram.⁵



Michael B. Jordan celebrated his Oscar for Best Actor with a trip to In-N-Out after the award ceremony. The visit led to 3,600 news and more than 40,000 social media mentions.¹

BEEF DISHES IN THE HEADLINES



Vogue Magazine featured Beef Wellington with a look at classic and modern restaurant versions in an article titled, "What's old is new: Beef Wellington is everywhere again."⁶



The New York Times recently spotlighted beef recipes with international flavors. Recipes included sheet pan kebabs, shaking beef and Japanese curry Ground Beef.⁷



Momentum around birria continues. Axios and other media outlets mentioned how a San Diego birria restaurant has plans for 200 locations nationwide.⁸

ARMS #040326-07

1. National Cattlemen's Beef Association. (2025). *Traditional and social media listening dashboards*. Retrieved from Meltwater: www.meltwater.com
2. <https://www.bloomberg.com/opinion/articles/2026-03-27/that-mcdonald-s-big-arch-viral-video-is-good-for-memes-but-sales>
3. <https://www.axios.com/2026/03/12/kempczinski-mcdonalds-viral-moment-sales>
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5. <https://www.eatingwell.com/jennifer-garner-go-to-rice-bowls-11918908>
6. <https://www.vogue.com/article/what-is-beef-wellington>
7. <https://www.nytimes.com/2026/03/05/dining/this-japanese-ground-beef-curry-is-comfort-food-to-make-on-repeat.html>
8. <https://www.axios.com/local/san-diego/2026/03/11/san-diego-mikes-red-tacos-national-expansion-birria-franchise>



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LIMOUSIN

North American Limousin Foundation

UPDATE

NALF April Board Meeting Update & Actions. The North American Limousin Foundation (NALF) Board of Directors met on April 28 for its spring board meeting to conduct organizational business. The following summarizes key discussions, decisions, and updates of interest to the membership.

Annual Meeting Location and Events – The Board discussed the location of NALF’s annual business meeting, including elections and producer awards. Following the success and strong attendance at the 2026 annual meeting held during the National Western Stock Show (NWSS), a motion was made to permanently return the annual meeting to Denver, Colorado. The motion was seconded and passed unanimously.

The Board also reaffirmed that the Ken Holloway “Genetics on Ice” Auction will remain in Oklahoma City during the Cattlemen’s Congress. This event continues to serve as a key fundraiser supporting the North American Limousin Junior Association (NALJA) and scholarship programs awarded at the National Junior Limousin Show & Congress (NJLCS).

Pen of Three Heifer Show at NWSS – The Board reviewed and approved a recommendation from the NALF Membership Committee to introduce a Pen of Three Heifer Show beginning at the 2027 NWSS.

The heifer show will take place immediately following the Limousin and Lim-Flex pen bull shows. Exhibitors will be allowed to enter pens consisting of any combination of Limousin and Lim-Flex females. Class and division details will be published in the NWSS premium book in summer 2026.

Pen Show Judging Enhancements – The Board approved a motion directing staff to provide pen show judges at both NWSS and Cattlemen’s Congress with Expected Progeny Difference (EPD) data for all pen entries one day prior to the show. This will allow judges additional time to review genetic data and better evaluate entries before show day.

Genetic Evaluation Updates – Breed Improvement Chairman Dr. Matt Spangler and NALF consultant Dr. Robert Weaber presented updates on recent changes from International Genetic Solutions (IGS).

In early April, IGS released an update to the Docility EPD that incorporates genomic data and external EPD blending. This update did not significantly re-rank animals but expanded percentile distributions, with minimal impact on correlations.

Additionally, IGS is preparing to release a Heifer Pregnancy EPD, which will estimate a heifer’s probability of conceiving and calving at two years of age. This new EPD is expected to be implemented later this summer and included in weekly cattle evaluations.

USMARC Germplasm Evaluation Update – The Board received an update on the U.S. Meat Animal Research Center (USMARC)

germplasm evaluation program in Clay Center, Nebraska.

This spring, USMARC will update its sampling population with younger sires that have been actively used over the past five to seven years and have sufficient progeny data to accurately represent current cattle genetics.

For the first time, the evaluation will include hybrid cattle across breeds. Lim-Flex cattle will be incorporated into the sampling population, along with hybrid groups from other participating breed associations.

Financial and Industry Performance – NALF reported a strong financial position compared to the same period last year through the first half of fiscal year 2026–2027. Registration and transfer activity remains strong, and spring 2026 bull sale averages showed marked improvement for NALF breeders.

Recently developed economic indexes – including Terminal Profit, Maternal Profit, and the combined Industry Profit Index – continue to see strong adoption among members. These tools are increasingly used to support commercial bull buyers in making informed purchasing decisions.

Upcoming Board Meeting – The Board finalized plans for its summer meeting, which will take place August 25–26 in Lincoln, Nebraska.

During this meeting, Neogen – NALF’s DNA service provider, recently acquired by Zoetis – will host the Board for a facility tour and provide a presentation on their laboratory operations and services.

Closing – The actions and discussions from the April board meeting reflect NALF’s continued commitment to advancing member value, supporting genetic progress, and strengthening the association’s role within the beef industry.

About the North American Limousin Foundation. The North American Limousin Foundation, headquartered in Englewood, Colo., provides programs and services, including the documentation of more than 25,000 head of cattle annually, for approximately 4,000 members and their commercial customers. The Limousin breed and Lim-Flex hybrid offer industry leading growth and efficiency while being an ideal complement to British breeds. For more information about NALF, please visit www.nalf.org.



RE^{ANGUS} ANGUS

RANCH TESTED. RANCHER TRUSTED.

UPDATE

Red Angus Association Launches Reimagined Communications Team. This year marks the beginning of a new era for the Red Angus Association of America (RAAA). Five new hires have joined the team at the RAAA to lead efforts in the realignment of the communications department and effectively serve the membership to intentionally communicate association news and industry updates and expand the visibility of Red Angus cattle across the United States.

Led by Luke Bolin, Director of Communications, from Fayetteville, Ark., the team consists of Samantha Corn of Franklin, Tex., Jennifer Hudlow of Okeene, Okla., Jared Farley of Gunnison, Colo., and Faye Smith of Manhattan, Kansas.

“Expect the unexpected from this new communications team,” Greg Ruehle, Executive Vice President, says. “From a digital first approach to captivating content and timely messaging, Red Angus breeders and supporters are in store for an exciting new look for day-to-day messaging.”

Luke Bolin – Starting the position in January – Luke Bolin serves as the newly appointed Director of Communications. In this position, Bolin will lead the department’s efforts in communication strategy across print, digital, and social platforms. He will oversee and lead a unified communications strategy and team that elevates the Red Angus brand, connecting to producers and breeders and encouraging messaging that supports the mission behind the association.

Prior to joining the RAAA team, Bolin spent 13 years with Sullivan Supply, where he was an integral part of the company’s communications, marketing, and creative direction. Throughout his time in his previous role, he developed marketing strategies and campaigns, built a strong brand identity, and developed innovative practices to connect with livestock producers and exhibitors across the United States.

Bolin has developed a strong rooted relationship with the cattle industry. As a teenager, he developed a passion for showing livestock and the Shorthorn breed, leading him to become the first elected individual from Arkansas to serve on the American Junior Shorthorn (AJSA) Board of Directors. He additionally had internship opportunities with the American Hereford Association (AHA) and American Shorthorn Association that created an appreciation and passion to work within the breed association space.

As he looks forward to the future of the position, Bolin is looking forward to bringing a balance of strategic leadership and a hands-on approach to the department. He is committed to elevating the Red

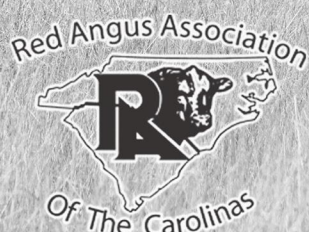
REDS RISING

Escalate Your Prosperity

Red Angus boosts profitability with docile temperaments, environmental resilience, premium carcass quality and exceptional maternal traits. Registrations have surged by 24% over the past decade, underscoring Red Angus’ significance across all segments of the beef industry.



Scan the QR code for real rancher stories about the rising power of Red Angus.



RedAngus.org
RE^{ANGUS} ANGUS
RANCH TESTED. RANCHER TRUSTED.

Contact these RAAC members to learn more about Red Angus genetics and how they can it into your herd.

HARDROCK BEEF CATTLE

Ronnie & Donna Holman
4613 Hickory Not Rudge Road | Granite Falls, NC
828-302-8659
ronnie@hardrockbeefcattle.com

JK RED ANGUS

Jeff Banfield
Trai Strowd, Herdsman
331 Tee Jay Farm Road | Aberdeen, NC
910-315-3821
jkredangus@gmail.com

LANGDON RED ANGUS & SIMMENTAL

John & Eileen Langdon
7728 Raleigh Road | Benson, NC
919-796-5010
johnlangdon5@gmail.com

ROGERS CATTLE COMPANY

Johnny & Sharon Rogers
945 Woodsdale Road | Roxboro, NC
336-504-7268
rccbeef@gmail.com

BULL HILL RANCH

Jim & Alvina Meeks
Raymond Prescott, Manager
1986 Trinity Church Road | Gray Court, SC
864-981-2080
bullhill2@prtcnet.com | bullhillredangus.com

COUNTRY BOY FARMS

David Miller
316 Key Road | Edgefield, SC
706-840-3709

P & J FARMS

Andy Smith
7007 Sugar and Wine Road | Monroe, NC
704-400-3436

Angus brand and developing a new era of communications, member engagement, and industry influence for the RAAA.

“When we worked through the reorganization of the communications department, we knew that all of our plans hinged on building the perfect team. In fact, it was our goal to build the best communications team this industry has ever seen,” Bolin says. “We had over 350 applicants for the four open positions, and we truly left no stone unturned in the pursuit of greatness. We landed on four individuals who are bringing immense talent, unique perspectives, and an outpouring of passion to this association. It is truly a new era in Red Angus communications, and I am extremely excited for what the future holds.”

Samantha Corn – Hailing from the great state of Texas, Samantha Corn brings a strong background in agricultural communications, marketing, and the cattle industry. As the Digital Marketing Specialist, Corn will build and develop an influential digital presence in the beef industry. She will lead a dynamic digital strategy that brings the Red Angus story to life.

Corn earned her bachelor of science in agricultural communications and journalism from Texas A&M University in 2022 and is currently pursuing a master of marketing from the university.

Raised on a commercial cattle ranch in Franklin, Tex., she grew up showing steers across the state and was heavily involved in both 4-H and FFA. Her passion for the livestock industry led her to compete on the livestock judging team at Blinn College. While attending Texas A&M, she also served as an editor and photographer for an edition of *Agrileader*, a student led publication.

Prior to joining RAAA, Corn spent two years as a program assistant for Texas A&M AgriLife Extension Service, where she managed professional development resources for Agriculture & Natural Resources County Extension Agents. Her work focused on developing online training libraries and managing internal websites that provided agents with timely resources and advancement opportunities. She also completed an internship with the American-International Charolais Association before moving into a full time role as Communications and Events Coordinator, where she gained valuable experience in breed association communications, event coordination, and industry storytelling.

Samantha says she is excited to step into a role that combines her passions for marketing, storytelling, cattle, and the agriculture industry.

“I look forward to helping tell the Red Angus story in new ways while showcasing the progress of the breed and the producers behind it,” Corn says. “I am especially inspired by the organization’s focus on long term growth, innovation, and making a lasting impact for future generations.”

Jennifer Hudlow – Lending her talents as the newly appointed Industry Partnership Specialist is Jennifer Hudlow, a sixth generation beef producer. In this role, Hudlow will help drive revenue growth and strategic partnerships that expand the association’s reach, create measurable value for industry stakeholders, and support long term investment in programs that grow the Red Angus influence.

In her past position, Hudlow served as the livestock judging coach

at Northern Oklahoma College (NOC), where she recruited, taught, and mentored over 100 students during her tenure. Throughout her time at NOC, she led teams that successfully campaigned themselves and won multiple national titles and All American awards.

Her passion for agriculture started on her family’s purebred Shorthorn operation in northwest Oklahoma. Her involvement with cattle production, junior livestock programs, and the show industry has given her a strong understanding of the importance of relationships within the community.

Her education endeavors took her to Oklahoma State University for both her bachelor’s and master’s degrees. With an impressive background of livestock judging accolades, Hudlow developed an extensive industry network, knowledge, and interpersonal skills that have translated into an ideal candidate for this partnership focused role.

“I’m excited to transition into this role at the Red Angus Association of America because it combines an industry I genuinely enjoy with an opportunity to contribute in a meaningful way,” Hudlow says. “I’m looking forward to being part of an organization that supports breeders, promotes the Red Angus breed, and continues pushing the industry forward through strong communication and member engagement. The chance to grow professionally while helping strengthen relationships within the cattle industry is something that motivates me.”

Jared Farley – Joining the team from Colorado as our Creative Content Specialist is Jared Farley. Through his extensive experience and talent for visual storytelling, Farley will help tell the Red Angus story through best-in-class video, photography, and multimedia storytelling. He will continue to showcase what brings the breed to life across ranches, sale barns, feedlots, and show rings.

An avid outdoorsman, Farley utilized his talents in his past position to develop creative services for outdoor media productions and gear companies, specializing in commercial video shooting, podcast production, and media design. His creativity and technical expertise have had his productions selected in two recent film festivals, and he co-founded a Colorado based media house.

Growing up on a cow/calf operation in Washington, Farley spent his childhood showing cattle and understanding the importance of agriculture. Throughout his life he has maintained a strong connection with the industry, as he pursued a career outside of agriculture.

With a bachelor’s in strategic communications from Western Colorado University, Farley prides himself on bringing an “outside perspective” that will help create content that will engage audiences in new and engaging ways.

“Having worked in a different industry for the last few years, I’m excited to come back to something I grew up in,” Farley says. “The community you find in the cattle industry is second to none, and I can’t wait to tell their stories.”

Faye Smith – Joining the Red Angus team as the Managing Editor of the *Red Angus Magazine* is Faye Smith, combining her passion for the cattle industry and publication expertise. In this role, Smith looks forward to evolving the *Red Angus Magazine* into the



Cattle Performance Begins with a Strong Health Program and Quality Forage. Stocker operations have a specific role in U.S. beef production and are critical in the southeastern United States. A focused plan on animal and forage health is key to productive stocker operations.

“The stocker business is a unique opportunity, especially in the southeastern United States where our cow/calf operations are a lot smaller,” says Mark Alley, DVM, managing veterinarian with Zoetis beef technical services. “Those small calves, as they’re coming off the farm, are not prepared to go into the feedlot, and the feedlot is not prepared to take care of those calves.”

Alley spoke during the Let’s Talk Grazing and Raising event in

Nashville, Tennessee, along with experts from Corteva Agriscience and John Deere.

“Stocker cattle have two phase — the survival phase and the growth phase. We have to help them get healthy and survive the on-arrival phase. Then, we can add pounds and frame during the growth phase,” Alley says.

John Sparks, who owns and operates a beef stocker business near Paris, Kentucky, buys many calves in Kentucky and the surrounding area that are 300–400 pound bull calves from the farm. “The average cowherd size in Kentucky is around 27 head,” Sparks says. “We have a lot of small herds, and, a lot of times, those cattle are not vaccinated.”

Red Angus Update *continued from the previous page*

industry’s most trusted and sought-after breed publication.

A Kansas State University graduate, Smith learned through multiple hands-on ventures about the importance of storytelling and visual communication to enhance brand identity. Prior to joining the RAAA, she served as a brand manager and graphic designer for Rural Route Creations, an agricultural marketing agency, and completed internships through the AHA and Angus Journal.

Through her career she has had the privilege of being honored with a print feature award from the Kansas Farm Bureau reporting awards and selected as a finalist for the Livestock Publications Council’s Forrest Bassford Student Award.

Growing up on a Shorthorn and commercial cattle operation in Kansas, Smith spent her life involved in the cattle industry. Through her leadership with the AJSA Board of Directors, including serving as president, she understood the importance of member engagement and breed promotion.

Smith is excited to tell the story of Red Angus producers and

continue to develop the voice and identity of the breed throughout the magazine.

“Telling the story of what makes the association unique and the people behind it is the ultimate goal with my role. I’m excited to hit the ground running and meet the producers and industry leaders that have developed Red Angus genetics and the association to where it is today,” Smith says.

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.*

One management strategy Sparks incorporated in the past four years is ear notch testing for persistent infection (PI) of bovine viral diarrhea virus (BVDV) at arrival time. Sparks explains the results are available within two to three hours, and they can pull any BVD-PI positive calves right away.

“About half a percent of all the cattle we purchase will test positive for BVD,” Sparks says. “Those BVD-PI positive calves can really wreak havoc in a group of cattle. In our experience, if we have a BVD-PI calf in a group, we will triple our death loss on average and double our treatments in that group.”

Alley recommends that operations lean into their veterinarian and nutritionist for guidance on handling at-risk calves. “Whether we treat cattle on-arrival or we vaccinate them after they have time to settle, that helps get calves on a healthy path,” Alley says. “We also need to control the internal and external parasites, including coccidia. A nutritionist can help make sure the forage, whether grazing pasture or consuming hay, is supplemented correctly so cattle can respond to our vaccines, antibiotics, and implants.”

Sparks adds that it is key to have access to high quality hay during the first 35 days after calves arrive. “Once calves are ready, we count on high quality pasture to meet their nutritional needs and keep the calves growing,” Sparks says.

To improve the quality of pasture or hay ground, weed control is critical. “With a good weed control plan, you can gain up to a pound or more of usable forage for every pound of weeds you take out,” says Abe Smith, range and pasture specialist, Corteva Agriscience. “I can tell you just historically from working in Nebraska, even going back to plots that I was part of in the nineties, we can put up to a ton to a ton-and-a-half of forage back into many pastures if they control the weeds.”

Smith recommends working with a local specialist when forming a plan for controlling key weed species to improve pasture and hay fields. He also reminded cow/calf producers not to overlook weed control in calving pastures. “As you are making trips across the field around some of these calving areas, take inventory of the weeds that you have or the problem areas that you have in some of these pastures,” Smith says. “Coming out of calving season, make sure you’re doing positive things for the calving pastures that have treated you so very well through calving season.”

“We know forage quality directly impacts animal health and performance, so consistency is critical,” says Kaylene Ballesteros, marketing manager for hay and forage equipment at John Deere. “Automation helps ensure that no matter who’s in the seat, every pass delivers the same high standard of baling, protecting forage quality. Automation also documents every pass in the field, whether it’s for simple bale count, bale by bale weight, moisture, or overall field by field yield. You always have the confidence that inputs are used efficiently, every time.”

The panelists encouraged producers to work with their local trusted partners to establish a strong plan of action.

Prep Now for a Productive Hay Season. *The Beef. It's What's Now's the time to set production goals and consider additional opportunities for automation.* Preparation can be the difference between a productive hay season and a stressful one. That's why it's

important to start prepping now, to maximize both the yield and the quality of forage production, says Kaylene Ballesteros, marketing manager of hay and forage equipment, John Deere.

To get the most from your equipment, she says, first and foremost, it's helpful to establish your goals for the season. Ask yourself: Are you planning to feed hay to your own herd? Are you selling it? Is it going into a silage program?

“At John Deere, we have a diverse portfolio of technology and offer several crop processing features that can help you meet your goals, no matter your operation size or type,” Ballesteros says.

For Iowa producer Scott Birker, making high quality hay to feed his cow/calf herd is his main goal for this season. He shares that good forage management pays off when it comes to cattle health and productivity.

“It makes calving and weaning easier. It really makes everything easier when you start with high quality forages,” he says.

Birker uses a John Deere 1 Series Round Baler with gate speed and weave automation. Weave automation is a recently launched baler feature, designed to help streamline the baling process by automatically weaving the baler over the windrow to consistently create square shouldered bales. It also enhances feed quality by minimizing potential contamination of debris that can be introduced by driving over windrows.

“Our goal is to make sure producers have confidence in their haying equipment, so no matter the time frame, circumstances, or who’s in the seat, they can expect a consistent, quality made round bale every time, with less operation input,” Ballesteros says.

Birker works closely with his local John Deere dealer to ensure equipment is ready for the season and to identify opportunities for improvement. He plans to pinpoint the highest yielding areas within the hayfields to further maximize production this year.

“If you’re interested in deeper yield data to know if your investments on inputs are paying off, or you are simply looking to track your bale count and moisture, setting up your equipment ahead of time is the best way to ensure you meet your goals,” Ballesteros says. “Whether that’s adding a precision technology kit to your existing equipment or it’s with new equipment that you just purchased, your John Deere dealer can help ensure you’re set up for success.”

Limiting weeds also improves the quality of harvested forage.

“Everyone’s situation is worthy of being discussed, because every producer has unique needs that are far more than just ‘I want to kill weeds dead,’” says Abe Smith, Range & Pasture Specialist with Corteva Agriscience. “It’s about trying to meet the long term goals for that operation.”

Noxious weeds like thistle, ragweed, and horsenettle can quickly reduce the productivity of pastures and hayfields, making early control key to limiting lasting impacts. “The only way you put pounds of beef across the scale is by putting pounds of forage on that pasture,” Smith says.

About Let's Talk Grazing and Raising. *The Let's Talk Grazing and Raising event, hosted by Corteva Agriscience, John Deere, and Zoetis, was held during the 2026 Cattle Industry Convention in Nashville, Tennessee.*

President's Message

Taking a Closer Look at Our Association

By JIM LEDFORD, N.C. Cattlemen's Association President



Over the past year, your Membership Committee has taken a thoughtful and thorough look at our association — where we are today and what it will take to continue serving our members well into the future.

This wasn't a quick conversation or a single meeting. It was an ongoing effort, with members from across the state and every segment of our industry coming together — cow/calf producers, industry partners, and representatives from each region. The goal was simple — make sure every perspective was considered and the decisions we make reflect the full voice of our membership.

At the heart of those discussions was a straightforward question — Are we doing right by our members, and are we positioned to keep doing so in the years ahead?

To answer that, the committee took a close look at what the association provides, what it takes to deliver those services, and how our industry — and the cost of doing business — has changed over time. They also compared our structure to other state cattlemen's associations and had open, honest conversations about what membership means today and what it should look like moving forward.

One thing became clear through that process — while NCCA continues to provide strong value to its members, our dues structure has not kept pace. Our rates have remained unchanged since 2001 — a testament to the association's long standing commitment to affordability. At the same time, like many of your own operations, the costs of maintaining and growing this organization have steadily increased.

Following these discussions, the committee shared its recommendation at regional meetings across the state, giving members the opportunity to hear directly from those involved and ask questions. The proposal was then brought forward at the annual conference, where it was discussed and ultimately approved by the membership.

As approved, the updated dues structure will be:

- Individual membership — \$50
- Five year membership — \$200
- Lifetime membership — \$1,000
- Student membership will remain at \$10

This change will take effect July 1. Any memberships renewed prior to that date will remain at the current rate until their next renewal. Five year memberships will be honored for their full term, and lifetime

memberships remain unchanged and fully honored. Annual members will see the new rate reflected at their next renewal after July 1. There are no retroactive changes to active memberships, and our goal is to make this transition as clear and fair as possible for everyone.

At the end of the day, this association exists to serve you — the producer. That means helping provide freedom to operate in the court of public opinion, driving farm sustainability, addressing legislative and regulatory issues that impact your operation, and providing educational opportunities to help you stay informed and improve profitability. It also means supporting research and investing in youth and leadership programs to ensure a strong future for our industry.

Just as importantly, this process wasn't only about addressing costs — it was also about increasing value for you as a member.

One example of that is the new NCCA Member Benefit Partner Program. This initiative connects members with trusted industry partners to offer exclusive discounts and services available only to NCCA members. These are practical, everyday benefits — ranging from savings on genetics, equipment, and fencing supplies to apparel, aerial application services, and even family experiences.

We are proud to recognize our 2026 Member Benefit Partners — ABS Global, Biltmore, Bobcat, Gallagher, Genex, PAC Aerial Application, and The Barn Loft. These companies believe in our industry and have stepped forward to invest in our membership. And this is just the beginning. We look forward to growing this program and expanding opportunities in the years ahead.

This work doesn't stop here. Your Membership Committee remains actively engaged, continuing to look for ways to strengthen the association, improve outreach, and ensure we are delivering meaningful value to producers across North Carolina.

That's the strength of this organization — it is member driven and guided by people who understand this industry firsthand.

We recognize that any change deserves careful consideration. This decision was made with that in mind and with a clear focus on maintaining a strong, sustainable association that can continue to serve you for years to come.

NCCA has always been built by and for cattle producers. The work done over the past year is about making sure it stays that way — strong, steady, and working on your behalf. Thank you for your continued support and for the role you play in the N.C. Cattlemen's Association.



2026 Member Benefit PROGRAM

The N.C. Cattlemen's Association is excited to launch the Member Benefit Partner Program, connecting trusted businesses with cattle producers across North Carolina. Through this program, members receive exclusive discounts from industry partners.

These partnerships are designed to deliver real savings and enhance the value of your NCCA membership!

The Partners



\$100 off regular priced semen, not to exceed \$100 annually.

Representatives
Brandon Bowman | 828-217-3120
Nathan Ireland | 336-428-6974
Will Moss | 336-460-7451
Shannon Roberts | 828-775-1629



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10% off all products, excluding Miraco, Auto Weigher, and eShepherd

Use promo code **NCCA26** on the Gallagher webpage, am.gallagher.com



10% off any in-stock available semen (minimum 10 units).

Representatives:
John David Baltzell | 252-565-3745
Michael Jensen | 336-769-6700
Justin Teeter | 704-267-4074



\$20 off one invoice over \$1,000.

Preston Cave | 336-374-0640
pacaerialapp@gmail.com



10% discount on marked down boots and 10% discount on clothing.

IN STORE ONLY!

To access your benefits, engage directly with our Member Benefit Partners and provide proof of membership (NCCA Membership Card - Physical or Digital)

Additional program details and partner updates will be shared via email.



RECRUITING NEW MEMBERS?

THIS MILE OF FENCE COULD BE YOURS

1 MILE OF PASTURE MANAGEMENT FENCING SUPPLIES AWARDED TO THE NCCA COUNTY CATTLEMEN'S ASSOCIATION

RECRUITING THE MOST NEW MEMBERS IN 2026

The Winning County Association Receives:

- 16 Rolls of Pasture Management Fixed Knot 9-49-6-330 ft.
- 270 5-6 in. x 7 ft. Pasture Management CCA .40 Treated Wood Posts
- 60 6-7 in x 8 ft. Pasture Management CCA .40 Treated Wood Posts
- 1 Pasture Management 12 ft. Tube Gate - Galvanized, Red, or Black
- 37 10 ft. H-Brace Brace Pipes
- 1 40 lb. Bucket, Pasture Management Double Barbed Class 3 Staples
- 40 Speed Brace Kits
- 1 Speed Brace Kit Tensioning Tool
- 2 52 in. Stretcher Bars
- 2 Stretcher Bar Pullers
- 1 Knipex Wire Cutters
- 1 100 ct. Jars of Long 2-3 Crimp Sleeves
- 1 Crimping Tool
- 3 Rolls of 4,000 ft. 12.5 ga High Tensile Electric Fence Wire: Class 3 Galvanized, 170 K psi
- 4 Bags of 25 Speedrite HD end strainer insulators
- 12 Bags of 25 Pasture Management Wood Post Pinlock Insulators
- 200 10 in. Steel Offset Insulators
- 1 Patriot PMX600 Energizer: 6 Joule Output
- 3 Ground Rods and Ground Rod Clamps
- 1 Roll of Pasture Management 66 ft. Underground Cable
- 1 Jar of 25 Joint Clamps

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2025 MILE OF FENCE WINNER



Pasture Management Systems, Inc.

MILE OF FENCE PROGRAM

New Members by County in 2026 (as of 5-19-26)

Alamance	0	Cumberland	2	Johnston	5	Randolph	1
Alexander	5	Currituck	0	Jones	1	Richmond	1
Alleghany	1	Dare	0	Lee	3	Robeson	12
Anson	4	Davidson	1	Lenoir	0	Rockingham	3
Ashe	2	Davie	0	Lincoln	4	Rowan	4
Avery	0	Duplin	2	McDowell	3	Rutherford	18
Beaufort	1	Durham	0	Macon	6	Sampson	4
Bertie	0	Edgecombe	1	Martin	1	Scotland	0
Bladen	3	Forsyth	1	Madison	0	Stanly	1
Brunswick	0	Franklin	4	Mecklenburg	0	Stokes	2
Buncombe	23	Gaston	0	Mitchell	1	Surry	2
Burke	12	Gates	0	Montgomery	2	Swain	0
Cabarrus	1	Graham	0	Moore	2	Transylvania	1
Caldwell	3	Granville	10	Nash	6	Tyrrell	0
Camden	0	Greene	0	New Hanover	0	Union	3
Carteret	0	Guilford	23	Northampton	0	Vance	2
Caswell	2	Halifax	1	Onslow	0	Wake	4
Catawba	10	Harnett	1	Orange	3	Warren	1
Chatham	4	Haywood	14	Pamlico	2	Washington	0
Cherokee	0	Henderson	8	Pasquotank	0	Watauga	2
Chowan	0	Hertford	0	Pender	0	Wayne	3
Clay	0	Hoke	1	Perquimans	0	Wilkes	8
Cleveland	4	Hyde	0	Person	0	Wilson	5
Columbus	0	Iredell	4	Pitt	1	Yadkin	4
Craven	2	Jackson	3	Polk	0	Yancey	1

Grand Total 275

New NCCA Members for 2026

During the Membership Committee meeting at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of **NEW** NCCA members 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.

Alexander County

Micah Chapman – Chapman Jersey Farm

Anson County

Kirsten Greene – L&G Farms
Andrew Kendall – N&F Farms

Beaufort County

Joel Keith

Burke County

Ellie Shuping

Caldwell County

Travis Rawls

Caswell County

Jack Crumpton – Crumpton Farms

Cleveland County

Josh Bridges & Chesney Gibson – JB Farms

Duplin County

Chris Civils – Triple C Family Farm

Guilford County

Huzaifah Alam
Gabriel Bradley
Nathaniel Bradley
Cheyenne Brewington
Allisson Chavez
Iris Cruz Ruiz
Seth Davis
Avery Faircloth
Madison Goins
Sariah Guidry
Christian McKay
Alexandra Mondragon Espinoza
Rachel Morgan
Charles Mueller
Harmonee Murphy
Joselyn Palestino Castruita
Carmani Pickett
Jalyn Rivas
Khadyn Robinson

Rafael Rodriguez-Tapia

Arelie Ruiz

Vianna Tellez Gonzalez

Jessee Worrell

Harnett County

Anne Stacey – Rocking K Farm

Haywood County

Logan Ball

Cole Williams

Jackson County

Bryan Bumgarner – Bumgarner Feed & Farm

Kaileigh Galloway

Jones County

Skylar Dudley

Orange County

Samantha Durham – Durham Farm

Ramon Freire

Danielle Mzyk

Robeson County

Brian Casserly – Tar C Ranch

Rockingham County

Christopher James – Danbury Acres

Sampson County

Shawn Godbold – East Bound Cattle Company

Kensley Lamb – Lamb Farms

Wake County

Mazie Bunn – Bunn Family Farm

Daisy Cagle

Avery Keith

Genesis Lutsky

Warren County

Layton Pernell

Wayne County

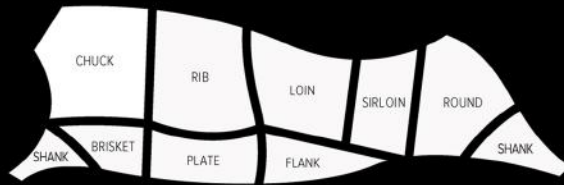
Raphael Mitchell

Wilkes County

Travis Parsons – Parsons LLC

Yadkin County

Andy Caudle – Caudle Farm



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).		Short Ribs, Bone-In* 		PLATE & FLANK					

their farm’s new event venue barn and how they market their farm’s microgreens and recently added Angus beef.

The second stop is Mae Farm near the Ingleside community. Father and son duo, Mike and Max Jones, will discuss rotational grazing and a forage specialist from NCSU will discuss and demonstrate regenerative agriculture on small acreage. This farm, a family owned partnership, will also discuss their long time successful marketing of their pastured pork and beef to the public. A summer forage test plot will also be showcased by Sampson County Extension Agent Paul Gonzalez and the farm’s rotational grazing benefits will also be discussed. How to correctly use forage sticks will be discussed. A USDA/NRCS representative will showcase a rainfall simulator to better help producers understand ground cover and retention of water on their pastures.

The third stop will be at the River Mountain Ranch in the Moulton area of the county. Guest speakers, Dr. Miguel Castillo, NCSU Forage Specialist, and Seth Nagy, Caldwell County Extension Director, will demonstrate the use of two types of drones, one for seeding/spraying

pastures and another for use with smaller drones, to check cattle. A live demonstration by NoFence Company using the latest technology of virtual fencing will also be showcased at River Mountain Ranch. This farm is operated by April Lloyd and her family. April will also share her plans for the expansion of direct marketing, partially using grant funds recently acquired for the smaller producer.

A beef luncheon will be served back in Louisburg, with a mini-trade show for participants to visit vendors along with door prizes. Registration is required at <https://go.ncsu.edu/2026-5-county-beef-tour>. The fee to attend is \$30 per person. The deadline to register is June 12. Visit our website for details of the tour at <https://franklin.ces.ncsu.edu/>. We will carpool to the various farms. Don’t miss this opportunity to network with fellow producers and see the latest beef industry tech in action. See you in Franklin County on June 16!

For more information, contact Martha Mobley at 919-496-3344 or martha_mobley@ncsu.edu or Paul Gonzalez at 910-592-7161 or paul_gonzalez@ncsu.edu.

Regional Historic 5-County Beef Tour Franklin County host

Tuesday, June 16th, 2026 • 7:30 a.m. - 2:30 p.m.

Register by 5 p.m., Friday, June 12th at go.ncsu.edu/2026-5-county-beef-tour

7:30 – 8:00 a.m.: Welcome and Registration for Tour Franklin County Extension Center Annex

103 S. Bickett Blvd.(intersection of Hwy. 56 E / Bickett Blvd. / 401)
(919) 496-3344

Martha L. Mobley, Agricultural Extension Agent, Franklin County
Paul Gonzalez, Agricultural Extension Agent, Sampson County

Register for Door Prizes • Nametags • Meal Tickets • Restrooms available
(Note all 3 farms are in the USDA/NRCS Regenerative Ag Grant Program w/ UT)

Tour

8:00 – 8:10 a.m.: Drive to Stop #1

8:10 – 9:10 a.m.: Stop #1: Koi Creek Farm, Justin Johnson & Ray Miller

252-773-9545 (Justin’s cell); 919-798-2789 (Ray’s cell)
879 Ronald Tharrington Rd., Louisburg, NC 27549

- Small Farm background w/ start-up direct marketing beef and breeding stock selection
- Tour new on-farm store; Agritourism
- Tour micro-green operation, NC State Farmers Market
- Visit “back 40” grass land and establishment (Switchgrass Bluestem, etc.)
- Restroom available

9:10 – 9:25 a.m.: Drive to Stop #2

9:25 – 10: 25 a.m.: Stop #2: Mae Farm, Mike & Max Jones & Family

(252) 204-2766 Mike’s cell

Agent Paul Gonzalez, Sampson County, Facilitator

- Making pastured pork operation and grazing beef cattle work together, Mike Jones
- Summer Forage Test Plot Demonstration and discussion, Ag Agent Paul Gonzalez
- Utilizing a forage stick, Ag Agent Paul Gonzalez
- Rainfall simulation demonstration, “Are you keeping rainwater where it is needed?”, NRCS/USDA Representative
- Practicing Conservation Easements on your farm: Mike Jones
- Dung beetles on the farm; Finding grant funds for equipment

REFRESHMENTS SERVED (sponsor:) Doit Center

10:25 – 10:48 a.m.: Drive to Stop #3

Stop #3: 10:48 - 11:48 River Mountain Ranch, April Lloyd and Family
256 Old Express Rd., Louisburg, NC 27549
April’s cell - 702-250-1734

- Regenerative livestock farm specializing in F1 Wagyu beef, pasture-raised pork, A2/A2 dairy, and hands-on farm education. TECHNOLOGY on Livestock Farms
- Using Drones for Livestock Operations, Seth Nagy, Caldwell County CED, & Livestock Agent
- Using larger drones for pasture seeding and spraying, Dr. Miguel Castello, NCSU and Technicians
- Demonstration of the NoFence on cattle, Charles Hord, Jr., NoFence GrazingTechnology
- Restroom Available

Drive to Lunch Stop #4: Franklin Plaza, Louisburg (25 minute drive)

Franklin PLAZA County Conference Room (next to Tractor Supply) (A/C)

** Visit with trade show exhibitors; Restrooms available

Welcome: Harry Foy, Franklin County Commissioner
Keynote speaker: Andrew Griffith, Professor - Agricultural and Resource Economics, The University of Tennessee Institute of Agriculture

Drawings for door prizes! • Complete Evaluation!

“Special Thanks” to the Farm tour producers, speakers, volunteers on securing the door prizes from regional businesses for today’s tour!

“Special Thanks” to Agent Paul Gonzalez, USDA/NRCS Roman Whitaker, for helping with organization and development of the tour!

Martha L. Mobley, Agriculture Extension Agent
(Map to Franklin Plaza on the back of brochure)

Thank you to our Sponsors! Thanks for Coming!

Carolina Giant Tires, LLC, Creedmoor, NC
NC Cooperative Extension, Franklin & Sampson County
NC Cattlemen’s Association, Cary, NC
Flowers Slaughterhouse, Sims, NC

Clifton Seed Company (seed -forage plot) Faison, NC
NCDA & CS Regional Agronomist Bert James and Spencer Thomas
NoFence
AgCarolina Farm Credit

Thank you also to the Franklin County Sheriff’s Office and Town of Louisburg Police department for routing us on the tour!



Long Range Committee Announcement. The American Brahman Breeders Association (ABBA) is excited to announce the formation of the ABBA Long Range Planning Committee, established at the request of ABBA President David Miller as part of an effort to thoughtfully and proactively plan for the future of our Association.

The Brahman breed has a strong history, but like every successful organization, we must continue looking ahead. The cattle industry continues to evolve, and it is important that ABBA remain positioned to support our breeders, create opportunities for future generations, and strengthen the long term success of the breed we all care deeply about. This committee is designed to bring together respected leaders from across the Brahman industry to help us think strategically about where we are today and where we want to be tomorrow.

The members of the ABBA Long Range Planning Committee include Jim Williams, Dr. Craig Fontenot, Melissa Bendy, Bennie Whitworth, Jessica Fairchilds, Shane Bentke, and Tate Barnes. These individuals were selected because of their leadership as former ABBA presidents, their service to the breed, and their willingness to invest their time and ideas into strengthening the future of our association. Each brings valuable experience and perspective that will help shape meaningful conversations and recommendations.

Dr. Joe W. Mask will serve as facilitator for the committee. His role is simple — help guide productive discussions, listen carefully, gather ideas, and make sure the voices and perspectives of our membership are represented in the conversation. This committee is not about one person's ideas. It is about bringing together ideas of experienced leaders, ABBA past presidents, the ABBA Board of Directors, and active members to think through challenges, identify opportunities, and help move ABBA forward in a meaningful way.

Committee Topics – The committee will focus on important topics that impact the future of our association, including but not limited to:

- Breed advancement and genetic progress
- Member engagement and retention
- Youth leadership and development opportunities



- Marketing and breed promotion
- Strengthening domestic and international partnerships
- Strategic growth and long term sustainability of ABBA

At the end of the day, this effort is about being proactive instead of reactive. We want to make sure ABBA is well positioned not only for today but also for the next generation of Brahman breeders and cattlemen and women who will carry this breed forward.

President David Miller believes this committee is an important investment in the future of ABBA. David appreciates the willingness of these leaders to step forward and serve, and he looks forward to the conversations, ideas, and opportunities that will come from this committee as ABBA continues building a strong future for the American Brahman Breeders Association.

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.*



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NEWS

Earlier BRD Intervention Leads to Better Outcomes for Beef-on-Dairy Cattle. *Timely treatment supports lung health and long term performance.* As beef-on-dairy cattle become a larger part of the U.S. supply chain, early health decisions carry long term performance consequences — especially when it comes to bovine respiratory disease (BRD).

Why beef-on-dairy calves face unique BRD challenges — Compared to native beef calves raised on pasture with their dams, beef-on-dairy calves experience a very different start to life.

“It really comes down to how the calves are raised,” explained Nathan Meyer, DVM, Boehringer Ingelheim. “A traditional beef calf is going to be with its mother for five to eight months and then weaned. The beef-on-dairy calf typically enters more of a confinement setting on a dairy farm or a calf ranch in a hutch within a couple of days after being born.”

While confinement systems enable closer monitoring, they also create conditions that allow BRD in cattle to spread more readily, particularly among young calves. Success starts early with strong colostrum management at the dairy level, Dr. Meyer emphasizes.

“We’re relying on the herdsman or employees at the dairy to provide colostrum to these calves,” he added. “Good colostrum management is a key focus of preventing BRD by establishing a baseline for immunity.”

Catching BRD early — What to watch for — Because beef-on-dairy calves are often housed in more intensive systems, producers have opportunities to detect illness sooner.

“If an animal’s not eating or drinking, then we know that there’s a good chance something’s going on,” said Dr. Meyer.

Closely monitoring milk and feed intake allows producers to identify drops in consumption, which may be one of the earliest indicators of BRD. In cattle, respiratory disease often begins with subtle changes in attitude and respiration, before more obvious respiratory symptoms begin.

“The warning signs would be depression, with calves not looking bright or alert,” noted Dr. Meyer. “We can also look at respiration. Some people use the term ‘thumping,’ which describes a very short, rapid breath.”

Training employees to recognize these early warning signs is critical. The D.A.R.T assessment is a great reference tool for keeping track of the key symptoms of respiratory disease — **D**epression, low **A**ppetite, abnormal **R**espiration, and high body **T**emperature.

“The employees are the boots on the ground — the ones working with these animals,” said Dr. Meyer. “I always advise to really focus on the employee training. If there is turnover in the crew, look to your great, established employees that can be good mentors to newer team members.

Early treatment protects performance — When BRD treatment in cattle is delayed, the consequences extend well beyond a few days off feed.

“If we see calves with decreasing feed or milk intake, we know that’s going to set those animals back,” stated Dr. Meyer.

Performance lost during respiratory illness is rarely fully regained. Beyond short term setbacks, delayed BRD treatment can cause permanent lung damage.

USE THE D.A.R.T. ASSESSMENT TO IDENTIFY SICK ANIMALS EARLY.

D.EPRESSION

A sick calf will have droopy ears and hold its head lower than normal. The calf’s movement will be stiff, and you may notice its tail is tucked slightly.

A.PPETITE

At feeding time, watch carefully for animals that are slow to come to eat or have a reduced appetite.

R.ESPIRATION

Look for abnormal patterns such as exaggerated, deep breathing, flared nostrils and a soft, persistent cough.

T.EMPERATURE

The normal temperature for a calf is between 101.5 and 102.5 degrees Fahrenheit. If it has a temperature above 104 degrees, the calf has a fever and should be treated accordingly.

Figure 1: To minimize long term lung damage and the production setbacks of BRD, look for early signs of illness in your cattle — depression, low appetite, abnormal respiration, and high body temperature.

“Cattle have a large body size compared to lung volume,” said Dr. Meyer. “If a portion of the lung is damaged, it can really impact that animal negatively long term. Treating early allows the animal to perform better later in life.”

In beef-on-dairy cattle, where value is added at every stage, preserving lung health supports average daily gain, feed efficiency, and, ultimately, carcass performance.

The economic risk of waiting – Delaying treatment of BRD in cattle carries measurable economic consequences. Beyond lost performance, delayed intervention increases the risk of mortality and secondary infections.

“If we delay treatment too long, then the bacteria replicate, causing more lung damage, and the worst outcome is that those animals might not live,” explained Dr. Meyer.

Calves recovering from pneumonia may also become more susceptible to conditions such as digestive disorders, compounding treatment costs and labor.

With cattle prices at historic highs, Dr. Meyer notes that optimizing health protocols offers an even greater return on investment. Protecting lung health today protects margins tomorrow.



Early bovine respiratory disease treatment in beef-on-dairy calves protects lung health, improves performance, and supports antibiotic stewardship.

Early intervention supports judicious antibiotic use – Responsible antibiotic stewardship remains a priority across the industry. Contrary to the misconception that treating earlier increases antibiotic use, the opposite is often true.

“When we intervene at the appropriate time, we expect the antibiotic to have its greatest impact,” said Dr. Meyer.

Early, appropriate BRD treatment reduces the need for re-treatment, and lowers the likelihood of mortality or chronic cases.

“That means we can expect fewer doses of antibiotics,” added Dr. Meyer. “Treating at the appropriate time may reduce the need for

re-treatment and support responsible antimicrobial use compared to delaying treatment.”

Consistent timing depends on clearly defined treatment protocols, and on tracking how cattle respond.

Clearly defined BRD treatment protocols, including proper post treatment intervals, improve consistency and outcomes. “You can’t manage what you don’t measure,” asserted Dr. Meyer.

Standardized protocols allow producers and veterinarians to evaluate treatment success, refine decision making, and ensure that antibiotics are used only when necessary.

Products such as ZACTRAN (*gamithromycin*), labeled for BRD treatment in cattle, provide research backed post treatment interval data to help veterinarians build comprehensive BRD treatment protocols tailored to beef-on-dairy systems.^{1,2}

A proactive approach pays off – For beef-on-dairy producers, the message is clear – early BRD intervention protects lung health, improves performance, and supports more responsible antibiotic use.

Dr. Meyer offers two final recommendations – Invest in employee training and prioritize accurate data collection. “Together, these strategies help you to detect disease earlier, respond appropriately, and improve long term outcomes,” he concluded.

As beef-on-dairy cattle continue to play a larger role in the industry, proactive BRD treatment protocols – developed in conjunction with a local veterinarian – will remain critical to delivering healthier cattle and stronger returns.

Work closely with your veterinarian to design a comprehensive BRD treatment protocol tailored to your operation.

References

¹Theurer M.E., Fox J.T., Portillo T.A., et al. Comparison of gamithromycin post treatment intervals for beef cattle naturally affected with bovine respiratory disease. *Bov Pract* 2020;54(2):105–111.

²Linhart R.D., Brumbaugh G.W. Control of bovine respiratory disease, with and without comorbidity by otitis media, in dairy heifers comparing gamithromycin, tulathromycin or no medication at a commercial development facility. *J Dairy Sci* 2019;102(6):5501–5510.

The hidden impact of veterinary care – new insights from a global survey of veterinarians. Boehringer Ingelheim recently published new global survey findings revealing the often overlooked aspects of veterinary care that are essential in protecting animals, people, and society.

Drawing on responses from 1,046 qualifying veterinary professionals across 51 countries, the survey identified three of the most important yet under recognized aspects of veterinary care:

- Uncovering hidden health problems and pain, identified by 87 percent of pet veterinarians and 60 percent of equine veterinarians
- Protecting food chain safety, identified by 65 percent of livestock veterinarians
- Surveillance programs to limit the spread of disease, identified by 62 percent of livestock veterinarians

Boehringer Ingelheim continued on the next page

Boehringer Ingelheim *continued from the previous page*

The findings underscore the far reaching role veterinary professions play in everyday life, from caring for pets in over half of households globally to safeguarding the animals and animal derived products that help feed 97 percent of the world's population.

“Every day, veterinarians make decisions that matter far beyond the consulting room — for the animals in their care, for the people who love them, and for the food systems and public health we depend on,” said Claire Fowler, Head of Global Strategic Marketing, Boehringer Ingelheim Animal Health. “Through this Going Beyond survey, together with our partners, we are highlighting the value of something many of us in the animal health world have long felt to be true: the most critical parts of what veterinarians do are often the least visible.”

The expertise behind every quiet veterinary decision – That invisible expertise begins with years of training. Identifying health issues in animals and determining the course of action relies on a depth of knowledge that isn't always immediately obvious. Qualifying as a veterinarian can take five to six years of university study, while specialist veterinarians may complete four or more additional years of advanced training, meaning decisions are informed by more than a decade of education and hands-on clinical experience. For cats and dogs, this expertise can be the difference between catching a condition like diabetes or chronic kidney disease early and missing it entirely.

As expectations around animal health and well being rise among pet owners, veterinary judgement plays an increasingly important role across every stage of care — from prevention and early diagnosis to managing complex conditions. Yet much of this work is invisible to animal owners, with 87 percent of pet veterinarians identifying “spotting hidden health problems” as the most important aspect of their role most likely to be overlooked.

“Diagnostic and treatment decisions are based on the veterinarians professional training and experience. This unnoticed layer of expertise ensures animals receive precise, efficient, and life preserving care,” said Dr. Jim Berry, President of the World Small Animal Veterinary Association. “Helping pet owners understand the full scope of that expertise is key to building trust and partnership with their veterinary teams to support the long term health of our animals.”

The hidden power of preventative veterinary care – Much of veterinary care is preventive by nature, with timely intervention and careful observation helping to address issues before they escalate and easing long-term emotional and financial strain on animal owners.

Yet when equine veterinarians were surveyed, they ranked “detecting hidden pain and subtle early disease signs” (60 percent) and “using a horse's environment and clinical history to predict risk” (42 percent) as the most important but overlooked aspects of their role.

In practice, this includes tailored advice on a horse's diet, dental and hoof care, vaccination, parasite control, and stable management, helping to reduce the risk of conditions such as colic, laminitis, and respiratory disease.

“Much of an equine veterinarian's work goes unnoticed precisely because it is effective,” said Dr. Sarah M. Reuss, President of the American Association of Equine Practitioners and Equine Technical

Manager at Boehringer Ingelheim. “Its impact is seen in problems identified early, avoided altogether, or managed before they escalate.”

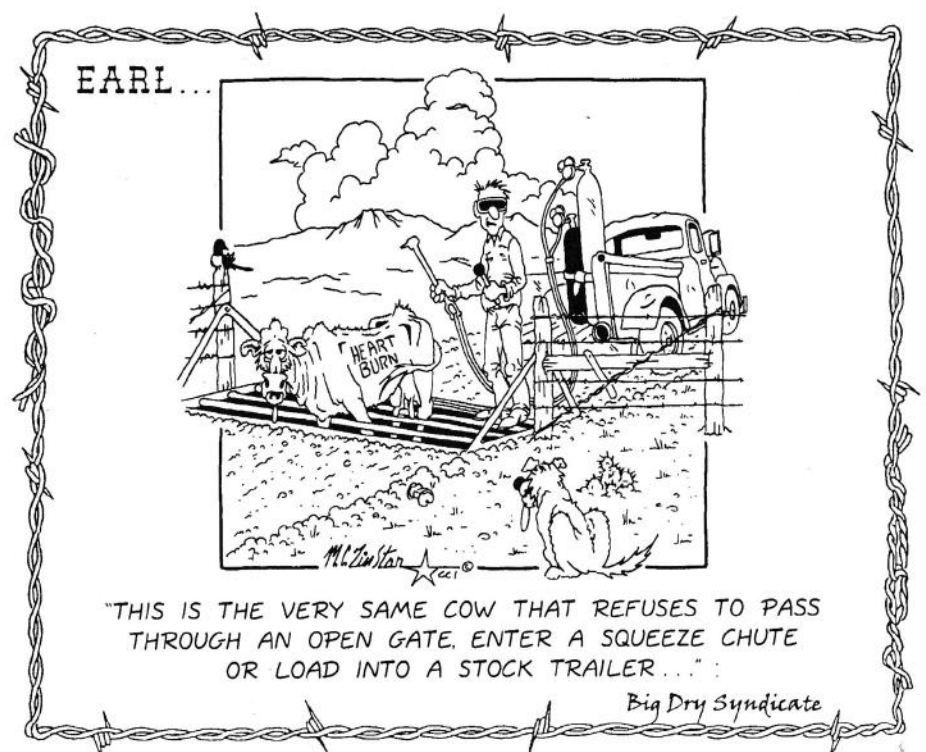
The veterinary care protecting food systems and public health – Livestock veterinary care — which protects animals such as cattle, pigs, and poultry — has a direct and measurable impact on the food that people depend on every day, underpinning around 34 percent of the global food protein supply.

It also matters for public health, as 60 percent of human infectious diseases are known to spread between animals and humans, and 70 percent of emerging diseases originate in animals.

Yet, according to livestock veterinarians, the broader impact of their role often goes unrecognized. In the survey, most identified “protecting food chain safety” as an aspect of their role most likely to be overlooked by the public (65 percent), followed closely by “surveillance to limit the spread of disease” (62 percent).

“Livestock veterinarians are guardians of our food supply and frontline defenders against the diseases that can cross from animals to people — yet this role is rarely visible to the public who depend on it most,” said Arcangelo Gentile, President of the World Association for Buiatrics. “Recognizing it is not just a matter of professional pride; it is essential if we are to attract, retain, and support the veterinary workforce that global food security and public health are increasingly reliant on.”

About Boehringer Ingelheim. Boehringer Ingelheim provides innovation for preventing and treating diseases in animals. The company offers a wide range of vaccines, parasite control products, and medicines for pets, horses, and livestock to veterinarians, animal owners, farmers, and governments. As a leader in animal health, Boehringer Ingelheim values that the health of humans and animals is deeply connected and strives to make a difference for people, animals, and society. Learn more at www.bi-animalhealth.com.





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zoetis NEWS

Conditional Approval Granted for 100 mL Bottle of Dectomax-CA1 for the Prevention and Treatment of New World Screwworm Larvae. Dectomax/Dectomax-CA1 has also been granted an Emergency Use Authorization for use in dairy cattle, horses, sheep, pigs, and deer. Zoetis Inc. recently announced that Dectomax/Dectomax-CA1 (doramectin injection) was recently granted conditional approval of the 100 mL vial size for the prevention and treatment of infestations caused by *Cochliomyia hominivorax* (New World screwworm) larvae in cattle and prevention of reinfestation for 21 days.

“With previous conditional approval of the 250 mL and 500 mL sizes, Dectomax-CA1 Injectable is now available in all three sizes. Dectomax-CA1 remains the only nonprescription product conditionally approved by the FDA to prevent and treat infestations caused by New World screwworm larvae in cattle.

This conditional approval applies to beef cattle, female dairy cattle less than 20 months of age, pregnant beef cows, newborn calves, and bulls. Dectomax-CA1 is not for use in calves to be processed for veal. Dectomax-CA1 is not for use in female dairy cattle 20 months of age or older, except under the conditions of the recently granted Emergency Use Authorization (EUA).

Zoetis has been granted an EUA for use of Dectomax/Dectomax-CA1 in dairy cattle, horses, sheep, pigs, and deer. The EUA, issued by the U.S. Food and Drug Administration (FDA), is for the emergency use of the approved/conditionally approved products Dectomax/Dectomax-CA1 for the following indications:

- The prevention and treatment of infestations caused by *Cochliomyia hominivorax* larvae (myiasis) in dairy cattle (lactating dairy cows with a 468-hour milk withdrawal period, dry dairy cows, and replacement dairy heifers 20 months of age and older), except for calves to be processed for veal.
- The prevention of infestations caused by *Cochliomyia hominivorax* larvae (myiasis) in swine, sheep (except for lactating sheep), and deer.
- The prevention of infestations caused by *Cochliomyia hominivorax* larvae (myiasis) in horses one year old and older.

This EUA does not provide full or conditional approval, but the Center for Veterinary Medicine (CVM) at the FDA has determined Dectomax/Dectomax-CA1 may be effective and safe for indications against NWS in these additional species. To date, there are no animal drugs with a full FDA approval for NWS myiasis.

“We continue to work with CVM to find product solutions that may be safe and effective for use in additional species,” says Mike

Lormore, DVM, MS, MBA, Director of Cattle and Pork Technical Services at Zoetis. “The recent conditional approval and emergency use authorization will enable additional producers, veterinarians, and animal caretakers to implement prevention and treatment procedures to help protect against New World screwworm.”

For more information on New World screwworm, the current conditional approval, and the EUA for Dectomax/Dectomax-CA1, visit zoetis.com/NewWorldscrewworm.

Important Information – Consult your veterinarian for assistance in the diagnosis, treatment, and control of parasitism.

Dectomax-CA1 Injectable (cattle only), as authorized under the Conditional Approval for use against New World screwworm, has a 35-day pre-slaughter withdrawal period. Do not use in calves to be processed for veal. Do not use in female dairy cattle 20 months of age or older, except under the conditions of the Emergency Use Authorization. Use in dogs may result in fatalities.

Dectomax/Dectomax-CA1 Injectable Emergency Use Authorization, authorized for the duration of the emergency declaration, does not provide full or conditional approval, but the Center for Veterinary Medicine (CVM) at the Food and Drug Administration (FDA) has determined that Dectomax/Dectomax-CA1 may be effective and safe. Dectomax/Dectomax-CA1 Injectable, as authorized under the Emergency Use Authorization for use against New World screwworm, has a 35-day pre-slaughter withdrawal period for lactating dairy cattle, dry dairy cattle, replacement dairy heifers, sheep and deer, and a 24-day pre-slaughter withdrawal period for swine. Treated calves and calves born to treated cows should not be processed for veal. Withhold milk from dairy cattle for 468 hours (19.5 days) after treatment has ended. Not for use in lactating sheep. Not for use in horses less than one year of age.

Synovex ONE Grower Receives Additional Label Indication for Dry Lot Cattle. Zoetis recently announced it has received an expanded label approval from the Food and Drug Administration’s Center for Veterinary Medicine (CVM) for Synovex ONE Grower for increased rate of weight gain for up to 200 days in growing beef steers and heifers in a dry lot.

“This approval gives dry lot cattle producers a long acting implant option to support longer term dry lot periods, whether in confinement or on pasture with insufficient forage quality/yield. As one of only three implants containing trenbolone acetate (TBA) approved for dry lot production, it supports additional weight gain for up to 200 days in growing beef steers and heifers when paired with proper nutrition,” said Jase Ball, Ph.D., associate director of Global Clinical Research and Development at Zoetis.

Effective immediately, existing packages of Synovex ONE Grower can be used in the dry lot production phase. Animal health product suppliers and cattle producers will begin seeing packaging for Synovex ONE Grower with the updated indications by the end of 2026.

“The approval of Synovex ONE Grower in the dry lot production phase adds one more tool in the toolbox for dry lot and integrated operations, especially those that are needing extra days of implant coverage in their production systems,” said Dirk Burken, Ph.D., MBA nutritionist with Zoetis Beef Strategic Technical Services. “It’s exciting to be able to offer this added flexibility and value to our growing cattle

customers. This approval further reflects Zoetis’s commitment to implant technology and, most importantly, to our customers.”

For more information on how the expanded label could fit your operation, please visit with your Zoetis sales representative. You also can visit www.Synovex.com to learn more.

Memorial Day Marks Another Season of Giving Through the Zoetis Patriots’ Pledge Program. Purchases of select products through Veterans Day help fund the future and honor the legacy of military and first responder heroes. Memorial Day marked the start of another season of giving for Zoetis through its Patriots’ Pledge program. Now until Veterans Day, a portion of sales from select cattle, pork, and poultry products will be donated to Folds of Honor, an organization committed to providing life changing academic scholarships to the spouses and children of injured or fallen U.S. Armed Forces members and First Responders.

“We’re just so proud to be able to partner with great companies like Zoetis to allow people the opportunity to pay it forward, to say thank you for your freedoms in a positive way,” says Lt. Col. Dan Rooney, Folds of Honor founder and CEO. “That’s a force multiplier for these families, giving them the gift of an education, specifically in the agricultural and animal science fields, where we empower these young men and women to go off and serve in this awesome industry.”

To date, Zoetis has contributed more than \$2 million to Folds of Honor and helped support 361 scholarships. Providing scholarships for students who are pursuing agricultural and animal production studies is important to Zoetis and reiterates its commitment to supporting the future of agriculture and industry leaders.

“Having a parent in the military changes your perspective a bit,” says Jeanette Weddle, Folds of Honor scholarship recipient.

Weddle is currently studying agricultural education at Tarleton State University in Stephenville, Tex., with plans to obtain a master’s degree in either animal science or horticulture. She is grateful to be a scholarship recipient and says the program will allow her to further her education and pursue her long term career goals.

“I think it’s very honorable that this scholarship is only awarded to children of military members or first responders,” Weddle says. “Even though I wasn’t in the military myself, children and families like me still experience the impact of it.”

The Patriots’ Pledge program continues to expand, with Synovex implants being the most recent addition to the eligible product lineup of beef, dairy, pork, and poultry products. Visit ZoetisUS.com/PatriotsPledge to learn more about the program and read more Folds of Honor scholarship recipient stories.

About Folds of Honor. Folds of Honor is a 501(c)(3) nonprofit organization that provides educational scholarships to the spouses and children of fallen or disabled military and first responders. Our educational scholarships support private school tuition or tutoring in grades K-12, tuition for college, technical or trade school, and post graduate work, including a master’s degree, doctorate, or professional program. It is rated a four star charity by Charity Navigator and Platinum on Candid. Folds of Honor was founded by Lt. Col. Dan Rooney, the only-ever F-16 fighter pilot (with three combat tours in Iraq) and PGA professional. He is currently stationed at Headquarters Air Force Recruiting Service

Detachment 1, at Joint Base San Antonio-Randolph, Texas. For more information or to donate in support of a Folds of Honor scholarship, visit foldsofhonor.org.

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.

N.C. Cattle Receipts, Trends, and Prices for the Month of APRIL 2026

Cattle Receipts: 17,917 • Previous Month: 18,931
Feeder supply - 21% steers • 43% heifers • 36% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,510	\$164.00
Boner	1,259	\$170.58
Lean	1,047	\$148.87
Bulls - Yield Grade 1-2	1,555	\$196.32

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	421	512.85	\$2,159.10
450-500	473	485.02	\$2,294.14
500-550	523	461.78	\$2,415.11
550-600	573	437.93	\$2,509.34
600-650	623	411.48	\$2,563.52
650-700	671	384.79	\$2,581.94

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	485.16	\$2,057.07
450-500	473	459.97	\$2,175.66
500-550	522	430.55	\$2,247.47
550-600	571	408.18	\$2,330.71
600-650	622	388.19	\$2,414.54
650-700	670	364.80	\$2,444.16

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	452.75	\$1,919.66
450-500	473	426.72	\$2,018.39
500-550	522	390.82	\$2,040.08
550-600	572	369.91	\$2,115.89
600-650	620	342.67	\$2,124.55
650-700	671	331.14	\$2,221.95

Source: N.C. Department of Agriculture - USDA Market News Service
 Raleigh, N.C. - 919-707-3156

Successful Heifer Pregnancy on First Service Brings Lifetime Returns. Proper development, accurate estrus detection, and early breeding help maximize heifer productivity. Getting heifers developed, inseminated early, and confirmed pregnant plays a significant role in the lifetime productivity of beef and dairy cows.

“Replacement heifers are an investment in the future of beef and dairy operations,” says Joe Dalton, Ph.D., professor and extension specialist in dairy cattle reproduction at the University of Idaho. “It takes two years to raise a heifer before she starts generating returns.”

Achieving a successful pregnancy from first service breeding, especially when practicing artificial insemination (A.I.), has the most potential to realize the greatest return on investment for their development.

“There is a difference between an animal that calves at 23 months versus 29 months of age,” says Dalton. “The longer it takes to get a heifer bred, the more it increases management costs and lowers their lifetime potential.”

Why age matters – Age at first calving directly impacts the productivity and longevity of beef and dairy replacement heifers. With current calf values, early calving heifers offer greater profit potential for beef and dairy producers.

“Earlier first calving in beef herds brings greater longevity and more lifetime weaned pounds,” says Dalton.

Ideally, beef heifers are selected from cows that calve early in the breeding season so they have more time to develop and can then be bred on first service to calve at the start of their first calving season.

“Heifers that calve early tend to keep calving early and produce more weaned pounds,” says Dalton. “Late calving heifers rarely catch up or pay off on their \$1,500 –\$2,500 development costs.”

Most dairy farms don’t have the same seasonality as beef herds, since calving occurs year-round to keep a steady stream of cows in milk, but the same thinking holds true.

“The goal for dairies is to develop heifers that are approximately 22–24 months of age at calving,” says Dalton. “The data shows that dairy heifers calving in that age range have more longevity and produce more lifetime milk than older heifers at first calving, which can help sooner recoup development costs that can exceed \$2,500.”^{1,2}

Set up for reproductive success – For heifers to conceive on first service and stay productive, it begins with good management practices early in life.

“It all starts when the heifer is born,” says Dalton. “And that sounds like a cliché, but it’s not, because that heifer will carry all of her life experiences with her.”

Beef and dairy heifers require high quality colostrum after birth to support their immune systems. Then health must be maintained through vaccinations, deworming, and timely treatment of illnesses. Ensure nutrition supports growth to at least 55 percent of mature weight by breeding at 13–15 months of age.

“With nutrition, heifers need to stay in appropriate condition to have the best reproductive outcomes,” says Dalton. “Fertility is lower when they are under- or over-conditioned. It needs to be just right.”

Dalton recommends that dairies have heifers at a body condition

ESTROTECT

BREEDING INDICATOR

UPDATE

score (BCS) of 2.75–3.25 on a 5 point scale. Beef operations should have heifers at a 5–6 BCS on a 9 point scale.

“Having heifers at those benchmarks is really beneficial for overall fertility,” says Dalton.

Breed heifers on time – Once heifers are developed to their target size goals, it’s time to begin a breeding program. There are some variances in A.I. breeding protocols between mature cows and heifers.

“The difference is that while heifers respond to synchronization protocols the same as cows, there’s a little bit of variation in heifers in the number of follicular waves,” says Dalton.

A vital component of a breeding protocol to ensure success is to utilize estrus detection through tools, such as an ESTROTECT Breeding Indicator, to accurately gauge estrus intensity.

“Determining when estrus intensity is at its highest is incredibly important to fertility because the pieces of the puzzle are all where they should be when it comes to hormones and the reproductive tract being ready for insemination,” says Dalton. “Data has revealed that high estrus intensity leads to increased pregnancy and decreased pregnancy loss for cattle.”³

Estrus detection aids, such as breeding indicator patches, help monitor estrus activity and provide a quick visual indication when heifers reach high estrus intensity.

“Accurate estrus detection tells us a heifer is ready to breed,” says Dalton. “Synchronization protocols can combine estrus detection and A.I. or timed A.I. for better pregnancy rates.”





Heifer specific protocols have been developed by the Dairy Cattle Reproduction Council (DCRC) and the Beef Reproduction Task Force (BRTF) that can be accessed on their websites for specific details. A cattle reproductive specialist can also help identify which protocol will work best to breed heifers.

“By implementing quality management protocols, you’re better controlling the investment in developing heifers so they can become

productive members of the herd,” says Dalton. “For both beef and dairy producers, earlier age at first calving results in lower costs and higher lifetime productivity.”

For more information on accurately breeding heifers with breeding indicator patches, visit ESTROTECT.com.

References

¹Kusaka, Yamazaki, Sakaguchi. Association of age at first calving with longevity, milk yield, and fertility up to the third lactation in a herd of Holstein dairy cows in Japan. *J Reprod Dev.* 2023 Dec 8;69(6):291-297. doi: 10.1262/jrd.2023-012. Epub 2023 Sep 29. PMID: 37779093; PMCID: PMC10721856.

²Tranel. Heifer Raising Costs in 2024. *ISU Publication LT-24-01.* 2024. Iowa State University Extension and Outreach.

³Speckhart, Oliveira Filho, Franco, Vasconcelos, Schrick, Edwards, and Pohler. Short Communication: Influence of estrus activity and reproductive tract size and position scores on fertility in *Bos indicus* and *Bos taurus* suckled beef cows. *Journal of Animal Science.* 2022. University of Tennessee, Virginia Tech, Texas A&M University, São Paulo State University.

About EstroTECT. The EstroTECT Breeding Indicator featuring Breeding Bullseye technology is the industry standard for optimizing bovine breeding efficiency and economics. With millions and millions of units sold around the world, EstroTECT is the only breeding management tool tested by a multitude of University studies and industry researchers.



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WWW.TURNERSBURGSTOCKYARDNC.COM

STANLY COUNTY LIVESTOCK MARKET

13215 Indian Mound Rd. Norwood, NC
 Phone: 704-474-7683
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
 MONDAY - 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
THURSDAY, JUNE 18, 2026 - Graded Feeder Calf Sale
 See more information at www.norwoodfeeder calf.com

Marcus Harward • 704-322-0840
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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.

NCBA President's Report

Showing Up, Staying Engaged, and Delivering for Cattle Producers

By **GENE COPENHAVER**, *National Cattlemen's Beef Association*



Every once in a while, Washington, D.C., produces a moment that clearly illustrates why engagement matters — how a strong, unified voice for cattle producers delivers real results back home. For NCBA members, the past several weeks provided exactly that reminder.

Recently, NCBA leaders and producers joined a White House event recognizing the Working Families Tax Cuts included in the One Big Beautiful Bill. While the setting carried historic symbolism, the impact of these policies is anything but abstract. For cattle producers across the country, these tax provisions directly affect whether family farms and ranches can survive, grow, and be passed on to the next generation.

For years, NCBA has worked steadily to explain how the Death Tax threatens family owned operations. When land values rise but cash flow doesn't, heirs are often forced to sell land, livestock, or entire operations just to pay a tax bill. That's not theoretical. It's happened to neighbors and friends in every cattle producing state.

At the White House event, lawmakers heard directly from NCBA members about what these policies mean in real life. A first generation ranching family from South Dakota described how small business provisions and Section 179 deductions allowed them to expense equipment and fencing — giving them the opportunity to expand their cow herd and launch a direct-to-consumer beef business. A cattle producer from Pennsylvania shared how predictable, commonsense tax policy helps his family plan for the long term and bring the next generation home to the operation.

Those stories highlight something cattle producers already understand instinctively: smart tax policy isn't about politics. It's about stability, planning, and thinking beyond the next year.

Earlier that same day, NCBA participated in a tax roundtable with U.S. Treasurer Brandon Beach, continuing the behind-the-scenes conversations that shape how policy is written and implemented. These meetings don't always grab headlines, but they are where outcomes are decided. Being at the table early, before decisions are locked in, is one of the ways we work to protect your operation.

That same principle was on full display during NCBA's 2026 Legislative Conference, when our nationwide network of state affiliates brought producers from across the country to Washington, D.C. Throughout the week, NCBA members met with policymakers on Capitol Hill and engaged directly with key federal agencies,

including USDA, FDA, and EPA.

Priority issues were discussed, like passing a Farm Bill, delisting the gray wolf by passing the Pet & Livestock Protection Act, and securing funding to combat the Longhorned tick and the diseases it carries.

This is what grassroots advocacy looks like: real producers, from real operations, sharing first hand experience with decision makers who craft policies that affect us every day. Policy decisions made hundreds of miles away can have immediate consequences at the ranch gate. That's why showing up matters.

For cattle producers, NCBA membership may be the cheapest risk management tool you can buy. Think of NCBA membership as catastrophic coverage. One overreaching regulation, one lost market access opportunity, or one harmful tax change can cost far more than years of dues. Advocacy doesn't eliminate every challenge, but it dramatically improves the odds that cattle producers aren't blindsided.

These wins don't happen overnight. Legislation like the Working Families Tax Cuts builds on years of persistent effort by NCBA and, most importantly, NCBA members being willing to engage. Credible data, trusted relationships, and producer voices who are willing to show up make all the difference. That continuity only exists because thousands of producers invest in NCBA year after year. Outcomes like these happen because producers decide that standing together matters.

As president of NCBA, and as a cattle producer myself, I take that responsibility seriously. Our job is to protect your ability to operate, grow, and pass your ranch on to the next generation. Engagement in Washington, backed by the strength of our state affiliates and grassroots members, is one of the most effective tools we have to do exactly that.



**Have you forgotten something?
Make sure your cattle loving friends are members of your state and national associations!**



Invest in something **real.**



We know you put in the **long hours** and hard work necessary to produce the **finest beef in the world.** Just like you invest in high quality cattle, invest in your future by joining NCBA. We are **leading the fight** against the celebrities and **fake meat companies** looking to put farmers and ranchers out of business. 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!



Scan QR code and join us today!

To learn more, visit NCBA.org or call us at 866-233-3872



HONORING HERITAGE

Protecting What Matters



JOIN TODAY

☎ 866.233.3872

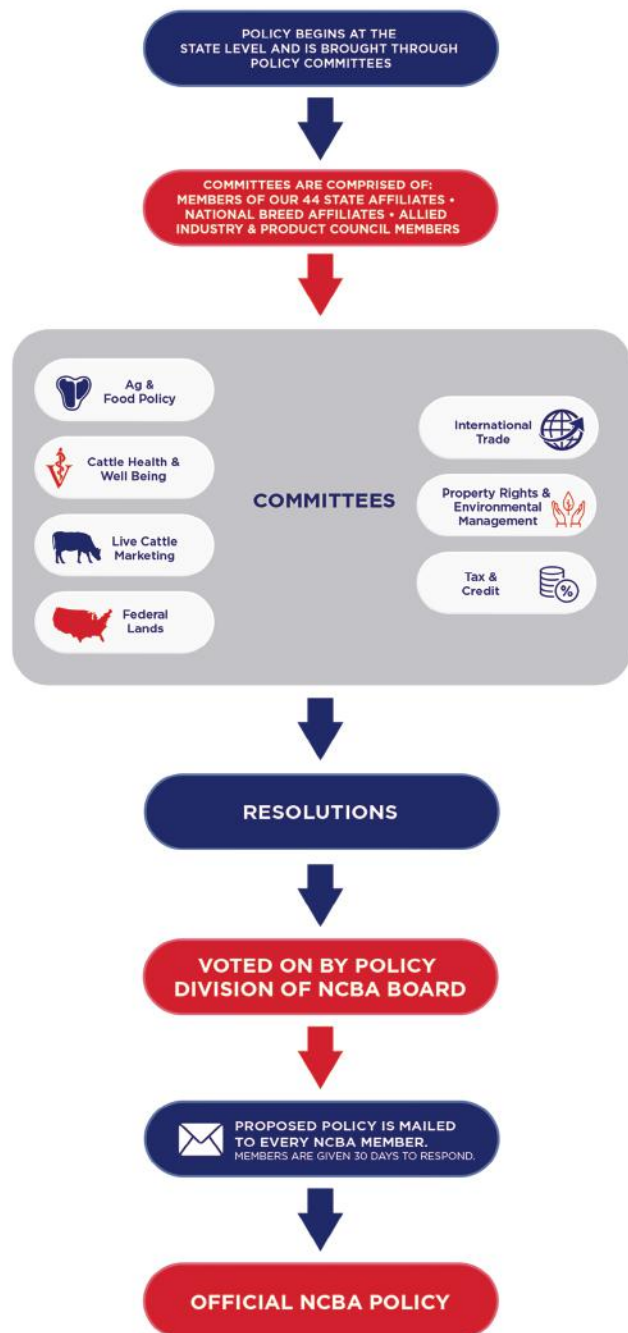
Join NCBA and stand with fellow cattlemen and women, creating a powerful network that advances the interests of the cattle industry. Together, we strengthen our rural communities and our industry, preserving a heritage that is the backbone of America and your family's legacy.



**National Cattlemen's
Beef Association**



HOW NCBA DRAFTS POLICY



The National Cattlemen's Beef Association serves your interests through defending your operation and property from government overreach, protecting the legacy of your farm/ranch with tax relief, expanding trade opportunities that add value to your cattle, and protecting the beef industry from attacks by animal rights activists.

NCBA's policy process 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 levels. NCBA's state affiliate associations then present their proposed resolutions at our annual national meetings. From there, passed resolutions are collected on a ballot and mailed to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions then become official NCBA policy.

Our grassroots policy process ensures that cattle producers of all sizes and in every region are well represented in the halls of Congress, the White House, and federal agencies.

AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY:

- Promoting the policy of cattlemen in our Nation's Capital.
- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch by advocating for tax relief.
- Adding value to your cattle by expanding trade opportunities.
- Delivering new and innovative education opportunities to help you improve the management of your farm and ranch.
- Protecting the beef community from attacks by animal rights activists.

JOIN TODAY!



NAME _____

BUSINESS/RANCH NAME _____

ADDRESS LINE 1 _____

CITY/STATE/ZIP _____

CELL PHONE _____

OFFICE PHONE _____

EMAIL _____

RECRUITED BY _____

NCBA PRODUCER COW-CALF PRODUCER

- HERD SIZE
- 1-100 \$160
 - 101-250 \$320
 - 251-500 \$480
 - 501-750 \$693
 - 751-1000 \$960
 - 1001-1250 \$1,227
 - 1251-1500 \$1,493
 - 1501-1750 \$1,760
 - 1751-2000 \$2,027
 - 2001+

\$2,027 + \$0.4053/head =

STOCKER/FEEDER
 \$160 + \$0.4053/head =

ASSOCIATE MEMBERS NON-CATTLE OWNERS, NON-VOTING

- Individual \$160
- Business \$213
- Student \$53 (24 or younger)

TOTAL AMOUNT PAID

PAYMENT METHOD

- Check Visa Mastercard American Express

Card # _____

EXP _____ CVC _____

Signature _____



Checks payable to National Cattlemen's Beef Association



National Cattlemen's
Beef Association






2026 NCBA POLICY PRIORITIES

NCBA's policy focus for 2026 is to defend the free market, promote free trade, and reduce regulatory burdens to preserve opportunities for producer profitability and strong beef demand. There will be an increased focus on elevating and defending the voices of real cattle producers and grassroots membership driven policies.

- Continue to press the administration to roll back harmful regulations to keep working lands working.
- Enhance and strengthen U.S. mitigation measures against the incursion of New World Screwworm.
- Protect the U.S. cattle herd from foreign animal diseases and pests through heightened awareness and preparedness actions.
- Expand market access for U.S. beef exports and hold trade partners accountable to ensure equivalent animal health and food safety standards for imported beef.
- Promote science-based nutrition policies and sound, fact-based information for consumers.
- Push for further hours-of-service flexibility, increased truck weights, and continue delaying ELD requirements for livestock haulers.
- Safeguard the U.S. cattle and beef supply chain by working with the administration to ensure there is a strong workforce to limit processing disruptions for producers.

NATIONAL CATTLEMEN'S BEEF ASSOCIATION

1275 Pennsylvania Avenue NW, Suite 801 Washington, D.C. 20004

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A Message from the CEO

Chuck Knows Best?

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



A tried and true strategy we utilize in Washington, D.C., is building coalitions of Representatives and Senators to work on advancing our policy priorities. We find our success improves when a large number of these members of Congress band together and push for action. However, we are always careful in whom we ask to join these coalitions because one wrong name could keep many good ones from signing on or keeping our request from being considered. We are also constantly looking for coalitions being built to support actions against us. One such coalition has formed in the U.S. Senate to support the “Family Grocery and Farmer Relief Act.”

Democrat Senators Chuck Schumer from New York, Peter Welch from Vermont, Cory Booker from New Jersey, Elizabeth Warren from Massachusetts, Bernie Sanders from Vermont, Ruben Gallego from Arizona, Jeff Merkley from Oregon, Brian Schatz from Hawaii, Dick Durbin from Illinois, Ed Markey from Massachusetts, Andy Kim from New Jersey, Chris Murphy from Connecticut, and Sheldon Whitehouse from Rhode Island are the coalition behind this bill, which you’ve heard called the “Schumer Bill” in many agriculture news stories. Don’t let the real name of this legislation fool you. Representatives, Senators, and their staff spend countless hours coming up with novel names for their legislation in order to draw attention to it. It’s a well known Capitol Hill pastime.

We treat every piece of legislation like a used car. The paint might look good and the car might have new tires, but you need to pop the hood, look under the car, and crank it to make sure it runs the way you want it to. The same goes with legislation. The name might sound great, but you must read every word, check every reference to existing regulations, and know that the difference between the words “shall” and “may” can make legislation do different things than what the title might suggest. While “Family Grocery and Farmer Relief Act” sounds great, nothing in this bill achieves relief for farmers or for family grocery bills.

The main provision of the bill is focused on breaking up the packers. More specifically, it requires packers to choose which protein they want to process, thus eliminating the ability of companies to process beef, pork, and/or poultry. I’ve yet to figure out how that is going to help competition. That would be like the government telling John Deere they can only produce swathers, New Holland they can only produce balers, and Kubota they can only produce tractors. The legislation goes on to cap the number of cattle a feedlot can sell to any one packer. The government dictating how many cattle a feeder can

sell to a packer sounds more like an artificial restraint of commerce than it does a free market where willing buyers and willing sellers can enter into business deals. NCBA consistently opposes government intervention in the market, like the provisions found in the Schumer Bill.

While this coalition of senators isn’t one we typically go to for cattle issues, they do represent states with cow/calf producers and NCBA members. Our members in these states are right to expect their Senators to engage with them before cooking up an elixir that doesn’t cure any illness. For many years, NCBA has fought similar proposals allowing government a bigger role in the cattle markets. A great example is what we have long called the “GIPSA Rule.”

The “GIPSA Rule” goes back to language included in the 2008 Farm Bill that wanted to change the Packers and Stockyards Act (PSA). While we have supported common sense changes to the PSA over time, we have always maintained that full funding for USDA’s Packers and Stockyards Division would give the agency the resources it needs to do the job as Congress intended. That includes staff who can conduct audits and investigations and recommend cases for prosecution. In short, full funding would allow the PSA to be effective at curbing bad behavior by market participants. They have the authority now — they just don’t have the money and manpower to get it done. What good is adding more PSA regulations to enforce if they can’t currently enforce what they have? Sounds like typical government, so that is why we have to expose it and make people aware of how ridiculous the idea is. Congress’s “power of the purse” gives these Senators the authority to provide USDA with adequate funding to do their jobs. Interestingly enough, they would have support from Republicans and NCBA to get that done. Ensuring that the Packers and Stockyards Division is well funded and staffed would go a long way in working on cattle industry competition issues.

If the Senators behind the Schumer Bill coalition don’t like that suggestion, we have any number of other actions they could take to help producers. Pass the rest of the Farm Bill, secure a workable guest worker program, support delisting the gray wolf, and many more. Legislating for the sake of legislating never works out for the government or those covered under the new rules and regulations. Many of these Senators are power players in their party. We suggest they use that power for good rather than chasing legislation that won’t come close to providing relief to anybody, much less cattle producers and consumers.

NCBA Members Bring Cattle Industry Priorities to Washington During Legislative Conference.

The National Cattlemen's Beef Association (NCBA) and its nationwide network of state affiliates recently concluded its 2026 Legislative Conference, bringing together cattle producers from across the country to advocate for policy solutions that strengthen America's cattle industry and rural communities. Throughout the conference, producers met with federal officials and engaged directly with policymakers on Capitol Hill to ensure the voice of cattle producers is heard in Washington.

"NCBA's Legislative Conference is where grassroots policy meets action," said NCBA President Gene Copenhaver. "Our members traveled to Washington to share real world perspectives from their operations and reinforce why strong, commonsense policies are essential to keeping family farms and ranches viable for the next generation. From protecting animal health to advancing regulatory reform, NCBA members are leading the charge on behalf of the entire cattle industry."

• During their time in Washington, NCBA members emphasized several top policy priorities, including:

- Delisting the gray wolf and passing the Pet and Livestock Protection Act
- Advancing passage of a new Farm Bill
- Supporting funding for research, management, and control of the Longhorned tick and the diseases it carries

In addition to Capitol Hill meetings, NCBA members participated in discussions with key federal agencies. Producers met with officials from the U.S. Department of Agriculture (USDA), including the Food Safety and Inspection Service, Animal and Plant Health Inspection Service, and Agricultural Marketing Service, as well as representatives from the Food and Drug Administration Center for Veterinary Medicine and the Environmental Protection Agency. U.S. Treasurer Brandon Beach addressed attendees, discussing the impact of the Working Families Tax Cuts and economic support for rural America. Producers also received a demonstration of new tools from the USDA Agricultural Marketing Service designed to enhance transparency and market opportunities within the cattle industry.

The Legislative Conference is a cornerstone of NCBA's grassroots advocacy efforts, connecting cattle producers through NCBA and its state affiliates with policymakers in Washington, D.C. This producer led engagement reinforces the organization's role as the definitive voice of the U.S. cattle industry and ensures real world perspectives from cattle operations are part of the policy process.

NCBA Encouraged by House Passage of Farm Bill. The House recently passed the Farm, Food, and National Security Act of 2026 with bipartisan support. NCBA Senior Vice President of Government Affairs Ethan Lane thanked the House for passing the Farm Bill and urged Senate action:

"Thank you to Chairman G.T. Thompson, House leadership,



and members from both parties for listening to real farmers and ranchers and passing the Farm Bill through the House. Instead of caving to attacks on the livestock industry from shell activist groups that impersonate real producers, a bipartisan group of lawmakers advanced a bill that will provide certainty and important policy fixes

for cattle country. We look forward to engaging with the Senate to advance this Farm Bill to the president's desk."

NCBA Backs FAIR Labels Act to Ensure Transparency in Protein Labeling.

NCBA recently endorsed the Fair and Accurate Ingredient Representation on Labels (FAIR Labels) Act. This legislation would ensure consumer transparency by addressing the labeling of cell cultivated protein and plant-based alternative protein products. Senators Pete Ricketts, R-Nebraska, and John Fetterman, D-Pennsylvania, sponsored the bipartisan Senate version of the FAIR Labels Act. Representatives Mark Alford, R-Missouri, August Pfluger, R-Texas, Mike Flood, R-Nebraska, Mike Simpson, R-Idaho, Buddy Carter, R-Georgia, and Tony Weid, R-Wisconsin, sponsored the House version.

"Currently, there is no federal statute for labeling cell cultivated protein products in the marketplace. For far too long, lab grown protein companies have exploited the use of terms like "meat" and "beef" to describe their products, creating the potential for consumer confusion through misleading marketing," said Gene Copenhaver. "The FAIR Labels Act will establish a federal guideline for labeling cell cultivated and plant based alternative protein products, ensuring consumers can easily differentiate these products from real beef products produced by U.S. cattlemen and cattlemen. We thank these members of the House and Senate for their efforts to protect truthful beef labeling and deliver clarity in the marketplace."

The FAIR Labels Act would:

- Require lab grown protein products to bear the label, "cell cultivated protein."
- Require plant based "meat" products to bear the label "plant based alternative protein."
- Mandate cell cultivated and plant based protein products include a disclaimer, noting the product in its final form was not derived from a live animal.
- Direct the Secretaries of Agriculture and Health and Human Services to revise their departments' current Memorandum of Understanding (MOU).
- Direct the Secretaries of Agriculture and Health and Human Services to coordinate in developing necessary common standards of identity for cell cultivated and plant based alternative protein products.

"For years, lab grown and plant based protein products have used traditional beef labeling terms, creating confusion for consumers," said Ethan Lane. "The FAIR Labels Act is a critical step toward protecting the integrity of real food animal products

and ensuring consumers have clear, accurate information at the meat case. We welcome the growing bipartisan effort to address mislabeling on these manufactured products and encourage Congress to swiftly pass the FAIR Labels Act.”

NCBA Responds to USDA Detection of Screwworm in the United States. NCBA CEO Colin Woodall responded to the announcement from USDA that one case of New World Screwworm has been detected in a calf in South Texas:

“NCBA and our state partner organizations have been working for more than a year to combat the incursion of the New World Screwworm, and we are doing everything possible to protect the interests of American cattle producers. We appreciate USDA and other agencies for working rapidly to bolster critical resources

that protect producers, including building a domestic sterile fly facility, increasing fly surveillance, and expediting the availability of necessary drugs and treatments for cattle. We defeated this harmful pest before in the 1960s by investing heavily in sterile fly dispersal, and NCBA will continue using every tool in the toolbox to ensure screwworm is eradicated in the U.S. once again.”

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.*



Peruvian Lomo Saltado

Total Time — 50 minutes

- 1 pound boneless beef top sirloin steak, cut 1 inch thick
- 1 package (16 ounces) frozen crinkle cut French fries
- 1/2 teaspoon black pepper
- 2 tablespoons vegetable oil, divided
- 1 small red onion, cut into 16 wedges
- 1 medium yellow bell pepper or poblano pepper or 2 medium banana or Anaheim peppers, cut into 1/2 inch strips
- 1 medium tomato, cut into 8 wedges
- 1 cup reduced sodium beef broth
- 1/2 cup distilled white vinegar
- 3 tablespoons reduced sodium soy sauce
- 1 tablespoon cornstarch
- 2 tablespoons chopped fresh parsley or cilantro
- Hot cooked brown rice or quinoa (*optional*)

Prepare the French fries according to the package directions. Keep warm and set aside.

Meanwhile, cut the top sirloin steak lengthwise in half, then crosswise into 1/8–1/4 inch thick strips. Season the beef with black pepper. Heat 1 1/2 teaspoons of oil in a large non-stick skillet over medium-high heat until hot. Add half of the beef; stir fry 1–3 minutes or until the outside surface of the beef is no longer pink. Remove from skillet. Repeat with the remaining 1 1/2 teaspoons of oil and beef. Remove; keep warm.

Heat the remaining 1 tablespoon oil in the same skillet over medium-high heat until hot. Add the onion and bell pepper; cook and stir for 5 minutes. Add the tomato; cook and stir 3–4 minutes or until the tomato begins to soften and the bell pepper and onion are crisp-tender.

Combine the broth, vinegar, soy, and cornstarch in a small bowl; stir into a skillet. Bring to a boil; cook and stir for 2–3 minutes or until the sauce thickens, stirring frequently. Return the beef and any accumulated juices to the skillet; cook 2–3 minutes or until the beef is heated through, stirring occasionally. Remove from heat; add the French fries and parsley; stir to coat. Serve immediately over rice, as desired.

Makes 4 servings.



New World Screwworm – What To Look For

As New World Screwworm (NWS) reaches the U.S. southern border, USDA and NCBA, in partnership with state affiliates, are taking action. While the pest was eradicated in the U.S. in 1966 using the sterile fly technique — more on this in the next issue of National Cattlemen — there have been numerous cases identified south of the Texas border and one case identified in Texas.¹

Screwworms are fly larvae, or maggots, that burrow or hook into the flesh of living animals, causing serious, and even deadly, damage to the animal. Not only can the parasite lead to animal suffering, but also economic loss for operations, as many producers can attest to during the 1960s when the NWS was prevalent in the United States.²

It is critical that cattle producers are vigilant in searching for signs of NWS, especially as temperatures rise heading into summer, as the NWS thrives in warmer temperatures.³ The adult screwworm fly resembles a common household fly but is slightly larger and has

distinctive orange eyes, a metallic blue or green body, and three dark stripes along the back.¹²

Signs to look for on cattle include:

- Bloody or light colored drainage from a cut or wound
- A cut or wound that rapidly enlarges for seemingly no reason
- White or cream colored runny substance (the eggs) in and around a wound
- Presence of fly larvae (maggots) in wounds
- Irritated behavior and signs of pain
- Head shaking
- Reduced appetite
- Fever and other signs of secondary infection
- Foul odor or smell of decay

Infestations begin when a female fly lays eggs on an open wound or orifice of a warm blooded animal. Females can lay 200–300 eggs at a time and up to 3,000 eggs during her lifespan of 10–30 days.

Within hours at an optimal temperature, the eggs hatch into larvae and burrow into the wound, causing pain and tissue damage. After about a week of feeding, the larvae drop to the ground, pupate in the soil, and emerge as adult flies within 7–54 days, depending on environmental conditions, as seen in image 1.⁴

As a foreign animal disease, NWS must be reported if suspected or found. It is critical to stop infestation early so it is not spread to other animals or operations. If you believe you've found NWS, contact your veterinarian immediately. Find resources for what to look for at ncba.org/education-resources/industry-updates-resources/new-world-screwworm-resources.

References

¹Current Status of New World Screwworm | Screwworm.gov

²New World Screwworm Prevention for Animals

³CDFA - AHFSS - New World Screwworm

⁴New World Screwworm Resources

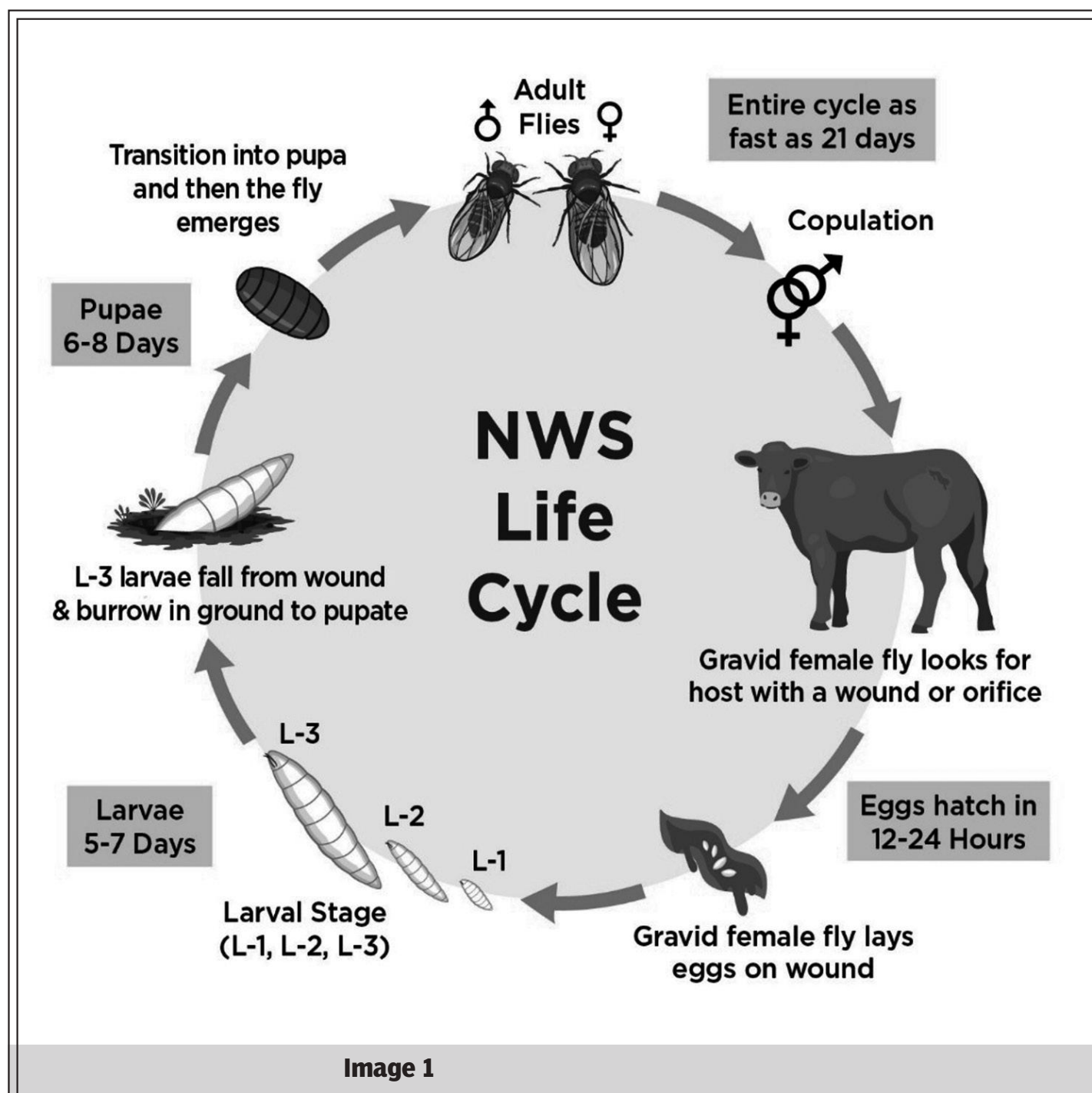


Image 1

THE BEEF CHECKOFF

**Now Working Twice as Hard for YOU
—Nationally and at Home**

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: _____



One Brand. National Impact. For nearly 35 years, Checkoff funded Beef. It's What's For Dinner. has been a highly recognized advertising campaign. For many, it's a familiar tagline. For cattle producers, it represents much more than that. It's an outlet to show their way of life and their long term investment in producing high quality beef.

Today, Beef. It's What's For Dinner. works in a very different environment than it did in the early 1990s. Instead of television and print doing most of the heavy lifting, today's consumer promotion happens largely online. At the center of that effort is [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) — the Beef Checkoff's primary consumer facing digital platform and the main hub where national promotion, nutrition education, and producer storytelling come together.

Evolving With the Consumer — Consumer habits are changing. More Americans are turning to digital media, not just for recipes, but also for answers about how their food is raised, what it contains, and how it fits into a healthy lifestyle.

In fiscal year 2025, [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) recorded more than six million visits from consumers across the United States. On average, visitors viewed 2.5 pages per session, resulting in more than 15 million pages of Checkoff funded content and recipes delivered in just one year.

This traffic comes from multiple sources:

- 2.3 million visits from Google paid search — when consumers click on beef ads that appear in Google search results
- 1.8 million visits from Google organic search — when consumers find beef content naturally in their search results without clicking on an ad
- 800,000 direct visits — consumers typing [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) directly into their browser
- 470,000 visits from social media — clicks from platforms like Facebook and Instagram
- 400,000 visits from display and banner advertising — digital ads placed on other websites

Each of those visits represents an opportunity to reinforce confidence in beef, its taste, its nutrition, and trust in the people who raise it.

Driving Consumers to the Site — [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) isn't working by itself. It is the destination point for a wide range of national promotion efforts designed to keep beef top of mind.

Streaming and digital advertising help place beef messaging in front of consumers where they already spend time — on streaming services, mobile devices, and search engines. When someone Googles weeknight dinner ideas or high protein meal recipes, Beef. It's What's For Dinner. is one of the first resources they see.

Influencer partnerships also play a key role. Culinary experts such as chefs Brooke Williamson and Tim Hollingsworth, pitmaster Erica Roby, and butcher T.C. Turner bring beef recipes and cooking expertise to their own audiences. Registered dietitians like Amy Goodson and Stephanie Militano share science based nutrition information.

When those creators develop beef recipes or educational content, it lives on Beef. It's What's For Dinner. properties as well as on their own platforms. Their followers are introduced to the brand and directed back to the site, where they can explore additional recipes and resources.

In addition, partnerships with food focused outlets like Taste of Home and The Kitchn extend beef content to large consumer audiences. Many of those placements link directly back to [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com), bringing in new visitors to learn about beef.

Partnering with influencers is a straightforward strategy that meets consumers where they are, provides helpful content, and guides them back to a trusted beef resource.

A Recent Refresh — Earlier this year, [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) went through an exciting refresh. The reason was simple — the way consumers search for information is changing.

More people now use voice search and A.I. powered tools alongside traditional Google searches. To keep beef content visible and easy to find, the website was reorganized to make information clearer and more accessible.

Other elements of the refresh included:

- A new look that reflects updated brand guidelines and presents beef in a clean, modern format
- Adding more question-and-answer sections based on common consumer searches
- Breaking up long paragraphs into shorter, easier-to-read sections
- Expanding step-by-step cooking instructions and cut information
- Strengthening references to credentialed experts and research sources
- Simply, the site was built to be easier for both people and search engines to understand.

The goal with this refresh is to ensure that when a consumer looks for information about beef — whether it's "How do I cook a chuck roast?" or "Is beef a good source of protein?" — [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) is the resource that shows up.

NEW: Brand Campaign — Supporting the website and digital efforts is a new national brand campaign shaped by consumer research conducted in Denver, Chicago, and through a nationwide virtual focus group in 2025. This campaign is set to launch in late spring and early summer 2026.

Participants across Gen Z, Millennial, and Gen X generations responded positively to messaging that highlighted beef's versatility, universal appeal, and ability to bring people together. They recognized beef's role across a range of cuisines, occasions, and everyday meals.

The new campaign brings together four key brand cornerstones — trust, taste, ease, and well being. It reinforces that high quality, safe beef is raised by dedicated producers, delivers unmatched flavor, and fits into a wide range of lifestyles.

Like previous campaigns, beef remains the focus. But this new campaign will connect production, nutrition, and enjoyment in a

more integrated way.

And when consumers engage with that campaign — through streaming ads, digital placements, or social media — they are guided back to BeefItsWhatsForDinner.com, where deeper information, recipes, and producer stories await. Producers will see additional creative and messaging as the campaign continues to roll out in the months ahead.

One Destination. One Mission. — From its early days as a television campaign to today’s digital platform, Beef. It’s What’s For Dinner. continues to evolve with the consumer.

BeefItsWhatsForDinner.com now serves as a central hub for that work — delivering millions of interactions each year, reinforcing beef’s value, and ensuring that when consumers look for answers, beef is part of the conversation.

Explore the refreshed site and see today’s beef promotion in action by visiting www.beefitswhatsfordinner.com.

Hit the Road and Celebrate 100 Years of Route 66 with Beef.

It’s What’s For Dinner. *The Beef. It’s What’s For Dinner. brand invites travelers to explore iconic eats, historic stops, and beef forward experiences along the Route 66 Beef Trail.* As summer road trip season kicks into high gear, The Beef. It’s What’s For Dinner. brand is celebrating the 100th anniversary of Route 66 with a flavorful new way to experience the Mother Road. Introducing the Route 66 Beef Trail — a free, mobile exclusive digital passport that guides road trippers to legendary steakhouses, barbecue joints, cultural attractions, and beef rich history across all eight Route 66 states. Along the way, travelers can check in at participating stops, earn prizes, and discover how America’s most storied highway is deeply rooted in the nation’s beef heritage.

Whether you’re cruising from Illinois to California or exploring a single stretch of the highway, the Beef Trail makes it easy to turn your summer drive into a culinary adventure. After signing up,

visitors receive a mobile pass via text or email — no app required. At each participating restaurant or attraction, simply show your phone to redeem deals, learn about local beef heritage, and collect points toward exclusive Route 66 Beef Trail rewards.

Along the way, travelers can enjoy everything from classic diners and historic stockyards to modern barbecue favorites and iconic roadside eateries. Stops span all eight Route 66 states — Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California — offering a curated lineup of beef hotspots and cultural landmarks that capture the spirit of the open road.

Participants who check in at designated locations can earn commemorative stickers, collectible merchandise, Route 66 themed gear, and entries into grand prize drawings. No purchase is necessary to participate, making the Beef Trail an accessible and fun way for families, food lovers, and history buffs to celebrate the Route 66 centennial.

To start your Route 66 adventure and explore beef forward stops in every state, visit our Route 66 Beef Trail home page. Also follow us on Facebook and Instagram to view more coverage.

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 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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Beef Update



zoetis

By JIM JOHNSON, Zoetis Precision Animal Health

Investing in the Future of the Cow Herd with Genetic Testing.

The beef industry is in the perfect storm right now with one of the smallest cow herds on record while experiencing continued demand for high quality beef and an increasing per capita consumption of beef. Beef producers are seeing record high prices for the cattle they are selling. This is a perfect time to invest in the future of your cow herd to prepare for the next price cycle.

When commercial cow/calf producers ask me why they should use genomic testing, I like to use a golf example with them. If a friend and I are choosing teams for a round of golf, I'll let my friend choose three golfers from the group first. He chooses three people to complete his team of four based on whether they look athletic or look like they play golf.

Now, it's my turn, and I look out among the crowd and ask, "How many people have a handicap under 20? How many people have a handicap under 10? How many people have a handicap under five?" I pick from that group to form my team.

Then, I ask the producers who they think is going to win the round of golf. Most will say that I will win the round because of how I picked my team.

That analogy is a perfect demonstration of how we pick our replacement heifers today, if we aren't genomic testing. We go in the pen and say, "Well, that one looks like she'll make a good cow." But if I layer in more data about the genetics behind those heifers, then I can make smarter decisions than I can on just phenotype alone.

Dr. Bob Weaber with Kansas State University once shared that you can make progress a certain percentage faster by using genomic-enhanced expected progeny differences (GE-EPDs) than by not using them. I think it's hard to see that easily in a cow herd. But if I run "X" percent faster than my friend, that's easier to see. We need to ask ourselves, "What if the race is continuous, like when you are building a herd?" That distance between the herds selecting replacements with GE-EPDs and the herds not using them is going to keep getting bigger with the faster genetic progress.

Getting Started – I always tell producers who want to start genomic testing that the earlier you test in an animal's life, the more decisions you can make with the results. For many spring calving herds, spring branding and turnout are just around the corner. That is the next big opportunity we have to collect a DNA sample from heifer calves. If you collect the sample in the spring, you will have results back and can make more informed culling decisions at weaning.

Or if you are a fall calving herd, you either just weaned or are weaning. That is another opportunity to collect DNA samples. You can then get the results, which can help inform some breeding decisions or even decisions on which heifers to keep in the herd for breeding.

Zoetis Precision Animal Health helps remove the barriers to genomic testing by providing access to tissue sampling units (TSUs) and the applicator to take the samples. The inside sales representatives can help with the ordering process and where to send samples once they are collected. Once the results are back, we offer support in how to read the results and how to use them in making decisions.

The next question I get from producers is, "How many should I test?" My response to that depends on how fast you want to make progress. If you have time and you want to make slower progress, then test only your heifer calves to help determine your replacements. Continue testing replacements every year, and, eventually, your whole herd will be tested.

If you want to get there faster, test all your cows, along with your replacement heifers. It's a bigger investment, but you will have a more complete picture of the genetics behind your herd: strengths, weaknesses, and areas to improve through breeding decisions. You may also decide it's time to sell the cows that truly don't fit your goals.

INHERIT Select offers genetic predictions in 21 economically important traits, including the first commercially available genetic predictions for bovine respiratory disease (BRD) health (BRDH) and BRD survival (BRDS), along with four economic indexes.

I always caution commercial cow/calf producers to not overselect on any single trait. BRDH and BRDS are great additions, but they aren't silver bullets. The way I explain it to producers is, "Select the heifers that you would normally select and then use the BRD genetic predictions as tiebreakers." Another example I use to explain is, "You tested 100 heifers and want to keep 50, but there are five heifers in that top 50 that are really bad in the BRD traits, so I might keep Nos. 51 through 55 to replace those and put those heifers that have poor GE-EPDs for BRD in the cull pen."

We have record calf prices, and now is the time to build the genetics in your cow herd to withstand the next low cycle. If you have a better cow herd that's more profitable when the next low cycle gets here, you're going to be the person who survives it. There's been no better time in the history of the cattle business to invest in genetics.

Visit beefgenetics.com to connect with one of our team members to begin your genomic testing journey.

Five things to check on your baler before hitting the hayfield. A preseason baler checklist to ensure you have a successful hay season. With hay season approaching, the pressure is on. Tight weather windows, crop variability, and the need to put up high quality forage leave little room for error or downtime. While it's easy to focus on getting into the field as quickly as possible, it's key to understand that your success starts long before the first bale is formed.

“With the right preparation, great bales can happen on their own,” says Kaylene Ballesteros, marketing manager for hay and forage equipment at John Deere. “Consistent, high quality bales really depend on proper baler setup before the season begins. The key is to focus on what your equipment needs before it needs it.”

Taking the time to walk through a few key checks can help reduce downtime, improve bale quality, and keep your operation running smoothly from day one. Here are five key areas to focus on before you head out into the field this season:

1. Inspect Parts Prone to Wear First – Start with components within the baler that take the most stress during baling – belts, chains, and bearings. These parts are essential to keeping the baler running smoothly and are often the first to cause issues if overlooked.

Look closely for signs of wear, including belt laces, pins in the belt laces, and stretched chains or bearings that may be starting to fail. Proper tension is just as important as condition, as loose or improperly adjusted components can lead to inefficient operation or breakdowns in the field.

Lubrication is another critical piece of the maintenance equation and often is one that is underestimated.



JOHN DEERE

NEWS

“A common issue we see is undergreasing,” Ballesteros says. “Double check your operator’s manual to ensure you have hit all your key grease points.”

Taking the time to check thoroughly and grease bearings and moving parts before the season can go a long way in preventing unnecessary downtime when every hour counts.

2. Ensure Proper and Smooth Crop Flow – Next, shift your focus to your baler’s pickup system and feeding components. These elements play a major role in how efficiently the crop moves through the balers.

Key areas to inspect include pickup teeth and pickup strippers. Damaged or missing teeth can lead to uneven feeding, while missing or damaged pickup strippers may disrupt crop flow entirely.

“Your pickup system and feeding components are critical to smooth crop flow,” Ballesteros explains. “When the crop doesn’t flow smoothly, you can experience plugging, inconsistent bale formation, or reduced throughput.”

By addressing these issues ahead of the season, you can maintain better efficiency and ensure more uniform bales throughout the season.

3. Prepare Your Wrap System – The foundation of bale integrity is a well functioning wrap system, but it’s easy to overlook during preseason maintenance and preparation.

Before heading to the field, load and inspect your net wrap or twine system, ensuring everything is threaded correctly and operating as expected. It is also important to confirm that the right wrap material is on hand to cover your entire baling season.

Running out of wrap partway through baling or dealing with wrap malfunctions midfield can quickly bring baling to a halt. A

quick preseason check on net inventory, any nicks or cuts on the rubber roller, and net tension adjustment can save you time, money, and headaches throughout the season.

4. Dial In Your Perfect Bale Settings – Beyond checking the mechanical parts of your baler, proper setup plays a major role in your bale quality. Take time to review and adjust key settings such as bale size and density, ensuring they align with your crop type, conditions, and use of the forage.

“Get familiar with your baler settings,” Ballesteros says. “Start the season with baseline settings that align with your crop and operation, and be comfortable making adjustments as the crop or conditions change.”

Because conditions can vary widely, working with your trusted dealer to establish those baseline settings before your first bale can help eliminate guesswork. This preparation allows you to hit the ground running and make fine tuned adjustments, as needed, rather than starting from scratch under the pressure of the season.

5. Set Up and Customize Your Technology and Data Tools – Today’s balers offer more insights about your bales than ever before, but those tools are only useful if they are set up properly and calibrated before the season begins.

Consider what information is the most valuable to you and what matters most to your operation. Whether it’s moisture levels, bale weight, or bale count, it’s important to ensure you are ready to go.

“Ask yourself what types of information are most helpful for you to understand while you’re baling,” Ballesteros says. “Think through what you are using the bales for and what your overall goals are and work with your dealer to ensure you are capturing the right data to help achieve those goals.”

Early preparation can help you avoid tight time crunches and ensure you have what you need from bale one. Having accurate data from the start can improve later decision making and help you maintain consistency across the entire baling process.

Don’t Forget to Check Your Baling Tractor – While most of the focus tends to be on the baler itself, the tractor pulling it is just

as important and can get overlooked during baling preparation.

Ensure your tractor maintenance is up to date, displays are configured properly, and any necessary updates are completed before heading into the field. Reach out to your local dealer or use manufacturer apps such as John Deere’s Equipment Mobile app to check which updates you may need. Viewing the tractor and baler as a connected system can help avoid performance issues and ensure everything works together seamlessly.

Plan Ahead With Your Dealer – One of the most effective ways to prepare for a successful season is to involve your dealer early. “Connect with your dealer well in advance,” Ballesteros advises. “There are often new features, automations, or maintenance tools that you can leverage, and you want to have time to make any changes or corrections before it gets too late.”

Early communication can help identify potential issues, ensure proper setup, and provide access to tools and insights that improve overall performance.

Start Strong, Finish Strong – In a season where timing is everything, preparation is one of the few things you can fully control. Taking the time to inspect key components, dial in settings, and ensure equipment is ready to go can make all the difference once the crop is ready.

By following this simple checklist and addressing potential issues before they arise, you can reduce downtime, improve bale quality, and set the stage for a more productive hay season from the very first pass.

For more information on how to prepare for your baling season and ensure you have the most efficient technology, check out the John Deere Equipment Mobile app or contact your local John Deere dealer.

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.*





NEOGEN LIVESTOCK NEWS

From the Chute to the Spreadsheet – Getting Started With Genomics. Veterinarian and animal scientist share how to set goals, build a program, and get sampling right. “For those ranching, we’re working to be profitable, but it’s also a lifestyle choice. We love agriculture; we’re passionate about agriculture; and how cool if you can learn more about your cattle – things about them you can’t even see,” says Kelsey Luebbe, Ph.D., Genomics Technical Services with Neogen.

“Dr. Luebbe’s favorite analogy is that genomics “pops the hood” on a herd’s potential. “Are you working with a Hemi or a V6? You don’t really know what they can do differently or where their strengths and weaknesses are biologically until you take a DNA sample,” continued Dr. Luebbe.

Having genomic insights about cattle helps producers make

better decisions that directly impact profitability. A recent survey demonstrated that increased ROI, reduced inputs, and producing more valuable offspring are key reasons progressive producers leverage genomic testing. The main reason for not yet implementing genomic testing was simply not knowing where to start.¹ First, it starts with goal setting.

Outlining Goals – The first step in genetic improvement is understanding your needs and deciding what you want your cattle to do better. Consider focusing the program around your specific operation to either (a) identify opportunities to boost profits or (b) identify opportunities to reduce losses. Different operations may have different goals depending on factors like marketing strategy and available forage resources.

Getting a Baseline – “I always feel like the best place for everyone to start is getting a baseline on your selection of females,” says Kirk Ramsey, DVM, Professional Services Veterinarian with Neogen. “We can chase carcass traits; we can chase all the things that we want – but there’s one thing that matters first, and that’s live calves on the ground.”

Dr. Ramsey summarized that, industry wide, focusing on maternal traits is the agreed upon starting point.

“At the end of the day, we are making decisions that impact heifers being better moms, raising better calves, and being more fertile and productive. What’s going to make my heifers better to continue being productive animals in my system?” asks Dr. Ramsey.

To make it engaging, Dr. Luebbe suggests starting a genomic program by testing individuals at the center of the debate, as illustrated by her experience with her father on their ranch. She recalled a conversation: “I don’t really know... Should we keep her? She lost her calf last year, but I really like her because I loved her mom because she milked really heavy, and I showed her at the fair years ago.”

Having more information helps producers make clearer, more confident decisions. For instance, Dr. Luebbe urges that producers consider testing a group of heifers and a group of three-year-old cows to see if the next generation is going in the right direction. “This approach is essentially Genetics 101 to ensure you’re making the right selection decisions. Your youngest animals should have the best genetic merit, right? So maybe that’s how you determine your goals for your operation—you take a snapshot,” shared Dr. Luebbe.

Avoiding Pitfalls – Zeroing in too closely on a trait can have unintended consequences. For instance, stayability—the length of time a cow stays in the herd – can be negatively impacted by selecting solely for terminal traits like Average Daily Gain (ADG). Instead of looking at a single trait, refer to an index such as the Igenity Beef Maternal Index, designed for producers keeping replacement females and marketing calves at weaning. An index will be valuable as producers consider if there are additional traits that should be considered during decision making processes. Indexes use mathematical formulas, placing relative emphasis on a broad range of traits to create a balanced single number that represents the value an animal’s genetic potential brings.

“We have to steer clear of single trait selection, but you can easily start with, ‘Hey, I have to make better moms.’ So, let’s stick with an

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index that’s going to be selecting for that,” shared Dr. Ramsey.

Once identifying goals and determining the best baseline to work from, it’s time to collect samples.

Sample Collection – To get started with genomic testing on an operation, a DNA sample is needed, and this can be achieved by a hair, blood, semen, or tissue sample. Industry professionals urge producers to select the sample collection method that works best for them and their crew. Tissue Sampling Units (TSUs) are the most effective method of taking a genomic sample, and they have the lowest “failure rate” in the lab as well. A failed sample requires another sample for the animal to be submitted. The most common culprits of failed samples are due to contamination with fecal matter, saliva, or placenta. While foreign materials are the biggest factor, the second is simply no sample present in the tube. Keep the pace but pause to confirm the sample is present. After ordering the supplies needed, keep these best practices in mind for successful sample collection:

- Sampling earlier is better for quick decisions.
- Do not sample “wet” calves.
- Remove excess dirt with water (no chemicals) and a towel.
- Position the cutter 1 inch from the ear’s edge; avoid veins.
- Sample in one swift motion; do not use excessive force.
- Verify that the sample is present and submerged.
- Do not position the cutter over any tattoo ink.
- Match the tag number to the sample at the time of collection

– not later.

Both Drs. Ramsey and Luebbe advise producers that, while processing may be quick in the chute, it’s important to take the time and ensure animal identification matches the TSU. Even the most organized ranchers can unintentionally make a typo; keeping accurate records is incredibly important for accurate genomic results to act upon.

The timing of sample collection is also a key component; be sure to factor in a few weeks for processing.

“You want to have the genomic data at your fingertips as you make a decision when you’re weaning heifers and calves,” shares Dr. Ramsey. “So, whenever the decision making time comes, plan ahead so that you have the information on hand.”

References

1Farm Journal Survey Results

About Neogen Livestock. *Neogen Corporation is committed to fueling a brighter future for global food security through the advancement of human and animal well being. Harnessing the power of science and technology, Neogen has developed comprehensive solutions spanning the food safety, livestock, and pet health and wellness markets. A world leader in these fields, Neogen has a presence in over 140 countries with a dedicated network of scientists and technical experts focused on delivering optimized products and technology for its customers.*

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The CEO's Corner



State Issues Have National Implications; We're Going There

By GREGG DOUD, *National Milk Producers Federation*

Since it began in 1916, the National Milk Producers Federation has been the premier voice for dairy farmers and the cooperatives they own in Washington, offering federal level expertise that best serves our members.

But Washington isn't the only, or often even the most important, place where policies originate that affect dairy farmers. State legislatures and regulators take actions that often have implications nationwide — and in 2026, understanding state and federal policy and how they interact is crucial to advocate effectively at either level. That's why, as part of NMPF's long term strategic planning, we're changing how we approach state level issues, with resources and initiatives to better serve dairy and support advocates at the state level, even as those efforts enhance our work in Washington.

State issues hit farmers differently, depending on where they are. For example, take a look at Extended Producer Responsibility (EPR) laws, which shift responsibility for managing packaging waste from consumers and municipalities to producers. The laws have significant implications for dairy farmers and cooperatives — packaging ensures food safety, extends shelf life, and maintains product quality.

States including California, Colorado, Maine, Maryland, Minnesota, Oregon, and Washington are implementing EPR frameworks. The state-by-state patchwork that's resulting creates headaches for cooperatives and dairy businesses that operate across

state lines. But the issue hasn't bubbled up to the federal level, which means that, as important as EPR is as a policy issue for dairy, it's not one that, as of yet, has fallen in NMPF's "lane" as an organization that advocates on federal policy.

But that doesn't make it any less important for our members.

Our response on EPR and other issues such as raw milk has been to up our game on understanding state level issues and helping our members coordinate efforts, as what happens in one state is likely to have an echo elsewhere. Delving more deeply into state level concerns helps us anticipate what's coming next in Washington and also helps make sure that dairy's opponents don't gain wins by bypassing the federal government altogether, without us having done our part to positively influence the debate. In a policy environment where all the pieces fit together in incredibly complex ways, we're making sure that dairy knows what's happening in capital cities everywhere — helping us advance dairy in Washington and offering support as needed outside it.

Here are a few of the steps we are taking:

We're strengthening coordination with member cooperatives and state dairy policy associations by designating a point of contact for state and regional issues and holding more regular regional coordination meetings.

We've established a State Issues Advisory Council to provide insights and feedback on state level issues and our priorities.

We've launched a monthly, members only *State Issues Digest* that summarizes key issues affecting dairy farms and their cooperatives at the state level.

We have also enhanced our State Dairy Association Summit, scheduled for July 14–15 in Arlington, Va., which will bring together state policy partners to discuss emerging developments. The summit will serve as a forum to address shared challenges and opportunities while also giving our team a valuable opportunity to hear directly what is happening at the state level and explore how we can best support our state partners.

To be clear — all this work doesn't mean that NMPF is going to become a state level lobbyist. That's not our established mission. But by convening experts from across America, providing information, and offering case-by-case support, we're responding to the policy pressures dairy farmers face every day — and enhancing our own work in Washington. It's a win-win and a challenge we are ready to face.

NMPF exists to serve dairy farmers and the cooperatives they own. We're the premier dairy advocate in Washington, and we're proud to do work that matters to every dairy farmer, everywhere, every day. The policy landscape is changing, and we're taking the lead in responding to it.

As always, please do not hesitate to reach out to us with your own observations and concerns. Everyone can be an advocate for dairy, and everyone can serve as eyes and ears at every level of government. Thank you for your help; we aim to serve.



BLOCK OPERATIONS
RIDLEY
NEWS

Breed-Up is Back!

If you've been around the Crystalyx brand for a while, you may recognize the name "Breed-Up," a former line of solutions that were formulated with elevated levels of trace minerals and the inclusion of organic trace minerals. However, as our research on Blueprint advanced, those Breed-Up products became redundant. As a result, we reluctantly discontinued the Breed-Up line — and that reluctance stemmed from the value of the Breed-Up name, which explained to producers exactly what we expected those supplements to do — improve breed-ups.

Fast forward to 2026: Breed-Up is back and better than ever! If you scroll through our new Crystalyx website, it is no secret that we offer a wide variety of options (SKUs). All of those options can be categorized based on their level of fortification into three groups — Base, Breed-Up, and Blueprint.

*The Base and Blueprint product lines will not see any changes related to the reintroduction of Breed-Up. Crystalyx Breed-Up products will maintain the same item numbers, but the names of many of these products will be updated. Why? Along with the value of leveraging the Breed-Up name and its success, these improvements will also simplify the line up for our end users, dealers, and sales teams while also providing us with an opportunity to update the nutrient levels in each product for today's cattle.

What does Breed-Up mean?

- Breed-Up = Reproductive success. It refers to the percentage of cows that conceive out of the total number exposed to breeding — via natural service with a bull, A.I., or embryo transfer.

- Reproduction drives profitability. A herd's success — and, ultimately, the industry's profitability — starts with strong conception rates.

- Crystalyx offers more than just premium programs. While premium lines like Blueprint garner attention, our broader product line has delivered strong reproductive performance for decades.

- Breed-Up opens the doors for a large mid-market opportunity. Only about 15–20 percent of producers buy premium products, leaving 80–85 percent in our Base or Breed-Up tiers.

- Flexible solutions help meet regional needs. Not all producers want a 100 percent organic trace mineral program, and their needs can vary by region and operation.

This is an opportunity to upsell, with proven results. Breed-Up provides a step up option for economy-minded producers focusing on improved conception, retention, and pregnancy maintenance,

and it's backed by confidence in both its formulation and our brand reputation.

More than just a name change — What was potentially not as prevalent before was the inclusion of Bioplex organic trace minerals (OTM) in this "middle tier" of Crystalyx supplements. The old BGF-30 product featured the partial inclusion of Bioplex OTM in its formula, but the value of that inclusion wasn't conveyed to the customer unless they happened to read the fine print of the ingredient list. Now, with the Breed-Up name, this message — and the value of utilizing proven trace mineral technology — are conveyed more clearly. Additional upgrades include trace mineral and vitamin levels that better meet the needs of modern cattle. Larger cattle today have increased requirements — and we are striving to meet those requirements in our Breed-Up upgrades, with a boost in the levels of copper, zinc, manganese, iodine, cobalt, and vitamins.

Let's talk timing — Should Breed-Up products be used before, during, or after breeding? The short answer is yes — to all of the above! Fertility is not built in the 60 day breeding window; it's built 365 days a year. Nutrition impacts fertility through:

1. Body condition score (BCS) at calving — Nutrition in the months before calving determines reproductive success after calving
2. Postpartum interval (days to first heat) = Tighter calving window
3. Conception rates during breeding — Improve ovulation and embryo survival
4. Trace mineral and vitamin status — Hormone production, immune function, early embryo survival
5. Fetal programming and future fertility — Poor maternal nutrition can reduce ovarian development in heifer calves before they're even born, as well as carcass quality in feedlot animals
6. Bull fertility — Semen quality, body condition

The Breed-Up line is a solution to help elevate a producer's program. One example of this is how much time a cow really has to breed back and stay on track for a yearly calving interval. To calve in 365 days, cows have 80–85 days from calving to breeding. Take away the 40–45 days of postpartum anestrus, and this leaves around 40 days, or only two estrus cycles, to work with. Assuming a 12 hour standing heat per cycle, cows really only have 24 hours, or one day, to breed back. So, is nutrition important for fertility? Absolutely! And better year-round nutrition will increase a cow's chances of using her 24 hours most effectively, ultimately driving profitability. The return of Breed-Up is more than the return of a familiar name; it's a renewed commitment to helping producers achieve consistent reproductive success and greater profitability. The updated Breed-Up line delivers targeted nutrition, improved trace mineral support, and flexibility that meets diverse operational needs. With a stronger focus on year round fertility and the realities of today's cattle production, Breed-Up empowers producers to make the most of every breeding opportunity and stay on track for long term herd performance and profitability.



NMPF
NATIONAL MILK
PRODUCERS FEDERATION

NEWS

USTR Report Underlines Landmark Wins for Common Name Protections. The National Milk Producers Federation (NMPF), U.S. Dairy Export Council (USDEC), and Consortium for Common Food Names welcomed the recent release of the U.S. Trade Representative's (USTR) 2026 Special 301 Report, which details the significant progress made over the past year in securing commitments from U.S. trade partners to protect the free use of generic food and beverage terms.

The annual report documenting the most pressing intellectual property issues facing U.S. exporters this year spotlights the administration's successful efforts to protect American producers' use of common names such as "parmesan" and "feta" against the European Union's protectionist geographical indication (GI)

policies. NMPF, USDEC and CCFN have been proud to coordinate with the administration on combatting policies that restrict the use of widely recognized food and beverage terms to only specific European producers and effectively cut U.S. producers out of certain key markets.

"For too long, the EU has weaponized GI policy to crowd out American producers from markets they have served for decades," Krysta Harden, president and CEO of USDEC, said. "This past year's reciprocal trade agreements are a sea change, and we welcome USTR's leadership and persistence in addressing this issue. We encourage the administration to build on this impressive foundation in every remaining negotiation to ensure U.S. exporters are never again shut out of export markets by the EU's GI misuse."

"EU GI schemes create a two tiered system that benefits European dairy producers and stamps out competition," NMPF President & CEO Gregg Doud said. "NMPF deeply appreciates USTR's leadership in addressing the GI restrictions detailed in the Special 301 report as a priority trade barrier. We look forward to continuing this great work with USTR."

"The EU's approach to geographical indications is simply a dressed up trade barrier. It is entirely unacceptable," Jaime Castaneda, executive director of CCFN, said. "Too many trading partners have been coerced into imposing barriers on products using common food names. We greatly appreciate the administration's leadership in reversing this trend, and we urge USTR to build on their great work securing important protections for common names in nine Agreements on Reciprocal Trade signed to date and protect common names in every market."

CCFN submitted comments to the agency in January, which broke down the many markets where U.S. dairy producers' common name rights are being threatened, including "asiago," "provolone," and "gruyere," and participated in the Special 301 public hearing USTR held in February. NMPF and USDEC filed supporting comments, expressing gratitude for the administration's action.

All three organizations will continue to work closely with USTR and U.S. government partners to monitor implementation of the reciprocal trade agreements and to ensure that U.S. trade partners fully meet their commitments to maintaining open and predictable access for U.S. dairy and other common name products.

House Advances Farm Bill with Key Dairy Provisions. NMPF welcomed U.S. House passage of the 2026 Farm Bill, a significant step forward for dairy farmers and the broader agricultural economy. The House approved package reflects many NMPF priorities and provides critical support at a time of continued

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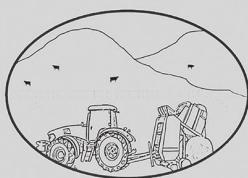
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volatility and uncertainty for producers.

The legislation strengthens the farm safety net, preserves conservation programs that work for dairy and livestock operations, bolsters trade promotion programs, protects common food names, reinforces dairy's essential role in nutrition policy, and continues support for vital animal health initiatives.

"NMPF commends lawmakers who today stood up for farmers by passing legislation that's critically important for dairy producers," Gregg Doud said in a statement released after the final vote. "At a time when farmers face unprecedented challenges, Congress needs to provide the stability of a five year, comprehensive farm bill. We will work with leaders in both chambers, from both parties, to get a farm bill signed into law."

In addition to securing dairy priorities in the committee approved bill, NMPF partnered with our member cooperatives to defeat harmful amendments related to animal health, Proposition 12, and food aid. NMPF also created an advocacy alert geared toward generating House support and is planning a separate campaign pushing for Senate passage.

NMPF praised House Agriculture Committee Chairman Glenn "G.T." Thompson, R-Pennsylvania, and other dairy champions for advancing the bill through the House and delivering a package that reflects months of stakeholder input and bipartisan work.

Attention now turns to the Senate. NMPF will continue collaborating closely with leaders in both chambers and across party lines to ensure that a comprehensive farm bill reaches the president's desk — one that delivers certainty, supports innovation, and strengthens the future of U.S. dairy.

NMPF Backs Sterile Flies to Combat Screwworm. NMPF submitted comments on April 22 to the Environmental Protection Agency supporting its science based review of a USDA registration application for NovoFly, a sterile, male only New World screwworm developed as part of the proven Sterile Insect Technique used to prevent and respond to screwworm outbreaks.

"By improving male only release ratios and reducing production inefficiencies, this technology strengthens the economic sustainability of the U.S.–Mexico barrier program that protects billions of dollars in agricultural value annually," NMPF stated in its comments. "Investing in a more precise and scalable SIT tool is fiscally responsible and reduces the likelihood of far more costly emergency eradication campaigns in the future."

To reinforce the importance of adding NovoFly male only genetically engineered New World screwworm to the nation's screwworm response and prevention toolbox, NMPF created an easy-to-use comment template for dairy farmers, cooperatives, state associations, and others to add their own support during the public comment period. Additional comments demonstrate broad dairy industry support for effective, environmentally responsible tools to protect U.S. livestock and agriculture from New World screwworm.

USDA on April 17 started building its domestic sterile fly production facility in Edinberg, Tex., with operations projected to begin late next year. FDA also in April granted Emergency Use Authorization for the F10 Antiseptic Barrier Ointment with Insecticide for application in cattle, specifying a milk discard period

of ten days.

To get involved with NMPF advocacy campaigns, check out the Take Action page of NMPF's website or visit nmpf.org/subscribe and be sure to check the "Advocacy Alerts" box on the form for future notifications.

DAIRY PRIDE Act Reintroduced in House. NMPF partnered with congressional allies Representatives John Joyce, R-Pennsylvania, and Josh Riley, D-New York, to reintroduce the bipartisan DAIRY PRIDE Act in the House of Representatives on April 21, an important step in the ongoing efforts to ensure truth in labeling for milk and dairy products.

The legislation is a companion to the bipartisan Senate bill introduced in July 2025.

"Dairy farmers have spent generations building trust in the nutritional value and quality of real dairy products; allowing imitation products to borrow that reputation risks misleading shoppers and muddying the marketplace," Gregg Doud said.

The Food and Drug Administration for nearly five decades has failed to enforce its own standards of identity for dairy foods, allowing plant-based imitation products to use dairy terms like "milk," "cheese," and "yogurt" despite being nutritionally inferior. These standards exist to promote honesty, protect consumers, and ensure that product names carry clear expectations for nutritional value. Milk and dairy foods provide a unique package of 13 essential nutrients, including calcium, potassium, and vitamin D — nutrients of public health concern that many Americans already underconsume.

DAIRY PRIDE would direct FDA to finally uphold these longstanding standards by deeming imitation products with inaccurate milk claims as misbranded. The bill also requires FDA to issue guidance within 90 days to ensure consistent, nationwide enforcement, helping consumers better understand their choices at the grocery store and restoring fairness for dairy farmers who play by the rules.

NMPF strongly supports the DAIRY PRIDE Act and thanks Representatives Joyce and Riley for their bipartisan leadership. The organization will continue engaging Congress and the Administration to push for meaningful action that protects dairy's identity, supports public health, and ensures a level playing field for America's dairy farm families.

FARM Builds Trust, Sets Stage for Progress. The National Dairy FARM (Farmers Assuring Responsible Management) Program advanced U.S. dairy priorities in animal care, workforce development, and environmental stewardship by presenting in two sessions at the 2026 Dairy Sustainability Alliance Spring Meeting on April 29. The program also aided in a panel discussion on how FARM delivers value across the supply chain.

Dr. Meggan Hain presented in "Landscape Level Set: Care for Animals and Communities," exploring how the dairy industry is driving progress in animal care, food safety, and workforce development. The session highlighted key focus areas for the

NMPF continued from the previous page

industry in 2026 and shared resources for organizations interested in improving these focus areas.

FARM hosted a second session, “Building Trust Across the Dairy Value Chain,” as it explored perspectives that showcase how FARM delivers value by supporting market access, managing reputational risk, and strengthening trust in U.S. dairy customers and consumers. Panel participants included Agri-Mark dairy farmer Val Lavigne; Kristy Miron, who serves as a sustainability & animal care manager for Land O’Lakes Inc.; and Adam Wylie, director of global responsibility for Leprino Foods.

FARM’s Nicole Ayache spoke in an informational panel about evolving global expectations and what they could mean for U.S. dairy — “What Global Reporting Expectations Mean for U.S. Dairy.” The panel shared insights into the most recent developments in E.U. sustainability directives that influence how global customers approach such topics.

The meetings also provided an opportunity to speak with farmers and industry stakeholders on current challenges, emerging animal health trends, and advancements in science and technology.

NMPF Hails USTR Report Highlighting Cheese Name Trade Barriers. NMPF welcomed the U.S. Trade Representative’s April 30 release of its 2026 Special 301 Report, which cites as a priority trade barrier the European Union’s abuse of intellectual property tools to monopolize common cheese names like “parmesan.”

The support for positions taken by NMPF, USDEC, and the Consortium for Common Food Names is essential as the organizations work with the U.S. government to secure protections for American dairy producers’ right to use common food names in global markets.

The annual document that details pressing intellectual property issues facing U.S. exporters this year highlights the administration’s successful efforts over the past year to use reciprocal trade agreement negotiations to secure commitments to keep common names free to use for American producers. These new deals are critical for pushing back against the European Union’s protectionist geographical indication (GI) policies, which restrict widely recognized terms like “parmesan” and “feta” to specific European producers and effectively cut U.S. exporters out of key markets.

NMPF and USDEC filed comments in January supporting CCFN’s more detailed submission to USTR, which documented the breadth of markets where those rights are under threat and expressed gratitude for the administration’s prioritization of the issue. NMPF’s Shawna Morris also testified at the public hearing USTR held as part of its efforts to develop the report. All three organizations will complement USTR and U.S. government monitoring of the reciprocal trade agreements and hold trading partners to their successful implementation.

Additionally, NMPF will continue to push for protections in every ongoing trade negotiation, including the U.S.-Mexico-Canada Agreement Joint Review, to ensure that U.S. dairy exporters can

ship their products to any market in the world, regardless of their common names.

USDA Clears Path for Whole Milk in Schools. NMPF recently applauded USDA’s Final Rule, “Expanding Fluid Milk Options in Child Nutrition Programs,” which includes whole and 2% milk as options in the school breakfast, Special Milk, and Child and Adult Care Food programs.

The rule is an important step in implementing the Whole Milk for Healthy Kids Act of 2025 that was signed into law in January.

As the rule was developed, NMPF requested clarification from USDA that schools would have the option to provide whole and 2% milk for school breakfasts as well as school lunches; today’s rule meets that need and benefits schoolchildren by ensuring a full range of milk options at every school meal.

“Today’s announcement marks a significant step forward in delivering whole and 2% milk back into schools,” Gregg Doud said. “Offering whole and 2% milk in schools helps students meet recommended daily values for many essential nutrients. It’s logistically challenging for schools to offer this milk for lunches but not for other meals, which weakens the benefits that whole and 2% milk provide. Today’s rule provides much needed clarification so that schools can offer the same milk options during breakfast and lunch.”

The Whole Milk for Healthy Kids Act gives schools the option of serving whole and 2% milk varieties — in addition to the 1%, fat free, and flavored options already offered — in federally funded programs for the first time since federal rules in 2012 cut them.

“When the Whole Milk for Healthy Kids Act passed, NMPF pledged our fullest support to federal officials and school districts across the nation to help implement this important legislation,” Doud said. “We appreciate USDA’s swift, comprehensive efforts on implementation to ensure that schools have the information they need to make purchasing decisions and whole and reduced fat milk offerings return to school menus.”

NMPF and USDEC Statement on House Passing the Combatting Organized Retail Crime Act. NMPF and USDEC issued the following statement on the House passing the Combatting Organized Retail Crime Act (CORCA):

“CORCA is an important tool for our dairy producers to ensure that their products reach end customers safely and on time,” Gregg Doud said. “We appreciate Representatives Joyce, Lee, Valadao and Titus for leading this commonsense legislation to crack down on cargo break-ins that continue to affect U.S. dairy shippers. We look forward to working to move the bill forward in the Senate and into law.”

“U.S. dairy exporters rely upon a supply chain that is safe and reliable in order to reach customers around the world,” Krysta Harden said. “Unfortunately, our dairy exports have been collateral damage as criminals break into shipping containers in search of high-value retail goods. The bipartisan legislation passed by the House is a critical step toward providing our dairy shippers and

law enforcement the resources needed to better confront this issue. Thank you to Representatives Joyce, Lee, Valadao and Titus for championing this important effort.”

U.S. Dairy Cites New USITC Report in Call for Action on Canadian Dairy Trade Practices. NMPF and USDEC recently reiterated their call for the U.S. Trade Representative to use the U.S.-Mexico-Canada Agreement (USMCA) joint review process to address Canada’s distortionary nonfat milk solids export practices. Their statement follows yesterday’s release of the U.S. International Trade Commission’s (USITC) Section 332 report, Non-fat Milk Solids: Competitive Conditions for the United States and Major Foreign Suppliers.

The report confirms what NMPF and USDEC have long documented — that Canadian milk production quotas that “aim to match domestic supply and demand for butterfat lead to a level of raw milk production that results in a domestic structural surplus of [nonfat milk solids] components.” The report goes on to note that the Canadian government administered milk pricing system “unlinks its relatively high farmgate price of milk from the price that [nonfat milk solids] processors pay for milk components in Canada using regulated ‘price discrimination.’”

The Canadian structural surplus and pricing system outlined in the report served as a basis for NMPF and USDEC to work with the first Trump administration to secure commitments during the USMCA negotiations for Canada to limit its artificially low priced skim milk powder and milk protein concentrate exports. The deal established an annual threshold over which these nonfat milk solids exports are subject to a surcharge to ensure U.S. producers are not being undercut in the U.S. or international markets.

While the report acknowledges that Canada has to date limited its exports of products formally classified as nonfat milk solids, it also cites a marked increase in Canadian exports of products categorized under tariff codes for “blended dairy products” and “protein isolates” that fall outside of the USMCA disciplined tariff categorization. The report estimates that from 2013 to 2015, exports under the “protein isolate” tariff code were just 76 metric tons. Post USMCA implementation, the volume of protein isolates has grown dramatically to over 32,000 metric tons from 2022 to 2024. While the tariff code is not exclusive to dairy proteins, USITC estimates that most of the exports were dairy based.

USITC notes that the dairy products are entering the U.S. from new and expanded processing plants in British Columbia and Manitoba. The report cites that “[i]n addition to access to cost competitive sources of [nonfat milk solids] components, these facilities received grants and loans from national and provincial governments.”

In testimony before the USITC as part of the investigation in July 2025, NMPF and USDEC’s Jaime Castaneda and William Loux called out the detrimental effects of Canada’s cumulative pricing and trade practices on U.S. dairy farmers and processors. Castaneda said, “It is absurd that Canadian dairy producers receive one of the highest farmgate milk prices in the world by a wide margin, yet their nonfat milk solids end up on the global market at prices below our cost of production.” Loux added, “Canada’s actions distort markets and undermine fair competition ... This information is critical to

bring substantive results for U.S. dairy producers and processors, including during the upcoming USMCA review process.”

The testimony complemented comprehensive comments submitted by NMPF and USDEC as part of the investigation and coordination among members to demonstrate the breadth of the issue. The organizations will continue to work with USTR to leverage the report and ensure Canadian attempts to circumvent their dairy protein export commitments are comprehensively addressed in the ongoing USMCA joint review process.

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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DairyKind, UC Davis CLEAR Center, and Alltech collaborate to create bilingual videos on cattle sustainability.

DairyKind, the UC Davis CLEAR Center, and Alltech have collaborated to develop a pair of educational videos focused on clarifying what sustainability means within the cattle industry. The videos deliver the same core content, with one presented in English and the other in Spanish. This ensures greater accessibility and provides a valuable educational resource for Spanish speaking audiences across the industry.

While the term “sustainability” is widely used in the industry, it is often misunderstood or interpreted inconsistently. These videos provide an accessible, science based resource to help producers, industry professionals, and other stakeholders better understand sustainability in the context of cattle production. Intended to serve as an educational tool that supports informed discussions, training efforts, and improved communication across the industry, the videos can be incorporated into training programs, used as a stand alone learning resource, or integrated into onboarding training processes at dairy and beef operations across the United States.

“Sustainability can sound like a high level industry goal, but it’s implemented by the men and women working with cattle every day,” said DairyKind’s Michelle Schack, DVM. “Through DairyKind’s training programs, we prioritize helping farm employees understand not just what to do, but why it matters. These videos provide a clear, science based foundation that connects big sustainability concepts to everyday actions on cattle operations.”

“The people who care for animals on farms and ranches every single day are at the heart of sustainability. When we invest in them and educate and empower them, we strengthen our farms and ranches not just for today, but for future generations,” said CLEAR Center director Dr. Frank Mitloehner. “This video underscores the fact that sustainability isn’t just about numbers and requirements; it’s about the people doing the work and making responsible decisions every day that sustain agriculture for future generations.”

“Our dairy and beef workers are the often unsung heroes of our industry, yet they are a vital pillar of true sustainability. While conversations about sustainability frequently focus on environmental and economic factors, it is essential to recognize and celebrate the people who care for our animals every day,” said Jorge Delgado, who provides training and talent development for dairy workers as part of the Alltech On-Farm Support People+ program. “This video aims to give voice to these dedicated individuals, making them feel valued and empowered as integral contributors to building a more sustainable future. This partnership with UC Davis and

DairyKind comes at the right moment, when individuals working with the animals in our industry need to understand that they form a part of a bigger picture: feeding the nation.”

Both videos are available on the CLEAR Center’s YouTube channel — @CLEARCenteratUCDavis — under the titles *The Farmers Behind a Sustainable Future* and *Los agricultores detrás de un futuro sostenible*. They will also be featured on DairyKind’s platform dairykind.com as part of the company’s training and educational resources, and they will be incorporated into the Alltech On-Farm Support training modules.

For more information, visit dairykind.com, clear.ucdavis.edu, or alltech.com.



2026 Alltech Agri-Food Outlook shares global feed production survey data. Alltech has released its *2026 Agri-Food Outlook*, a report that includes the results of the company’s annual global feed production survey. Based on that data, global feed production in 2025 reached an estimated total of 1.44 billion metric tons (mt) — representing an increase of 2.9 percent and 40.136 million mt from 2024. Most regions and sectors experienced growth, and the numbers suggest a strong recovery phase for animal agriculture; however, the data show that growth was uneven, increasingly regionalized, and driven less by herd expansion than by structural change, productivity gains, and shifts in how production is measured and recorded.



Now in its 15th year, the annual survey that serves as the foundation of the Alltech Agri-Food Outlook report collected data from 142 countries and 38,837 feed mills in late 2025. By analyzing compound feed production and prices — collected by Alltech's global sales team and in partnership with feed associations and official data collecting organizations — the survey provides a comprehensive snapshot of global feed production. These insights serve as a barometer for the overall livestock industry, highlighting key trends across species, along with regional challenges and opportunities for growth.

To access more data and insights from the 2026 Alltech Agri-Food Outlook, including an interactive global map, visit alltech.com/agri-food-outlook.

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.

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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.



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USDA National Milk Testing Strategy and Federal Order – N.C. Dairy Processor Silo Surveillance

On April 24, 2024, the U.S. Department of Agriculture (USDA) issued a Federal Order to prevent the spread of Highly Pathogenic Avian Influenza (HPAI). HPAI had at that time been detected in both dairy cattle and poultry. This Federal Order required testing of lactating dairy cattle before interstate movement and mandatory reporting of any positive Influenza A test results in livestock.?

On December 6, 2024, USDA announced the start of the National Milk Testing Strategy (NMTS). This initiative built on measures USDA had taken since the beginning of the outbreak of highly pathogenic avian influenza (HPAI H5N1) in dairy cattle. Under this Federal Order, USDA expanded surveillance into bulk raw milk at facilities that ship, receive, or transfer unpasteurized milk intended for pasteurization. This Federal Order did not override the April 2024 Federal Order requiring pre-movement testing. States achieve Unaffected status once required testing confirms that dairy cattle herds show no evidence of HPAI infection and active surveillance maintains that status. A state is considered

Provisional Unaffected when it has no confirmed HPAI cases in dairy cattle within the past 30 days but has not maintained unaffected status with active surveillance.

On April 27, USDA announced updated guidance on interstate movement of lactating dairy cattle. Per this new guidance, lactating dairy cattle moving interstate from a state with Unaffected status will not be required to have negative HPAI milk test results within seven days of movement.

North Carolina tested all Grade A dairies in February 2025 and received a Provisional Unaffected status. In order to achieve Unaffected status so that our lactating N.C. dairy cattle can move interstate without pre-movement HPAI testing, we will be implementing an active silo surveillance program to comply with USDA's NMTS. For the active surveillance plan, NCDA&CS field staff will obtain monthly silo samples from Grade A milk processing facilities in North Carolina.

If you have any questions, please contact our Veterinary Division office at 919-707-3250 or by email a Joe.Web@ncagr.gov.

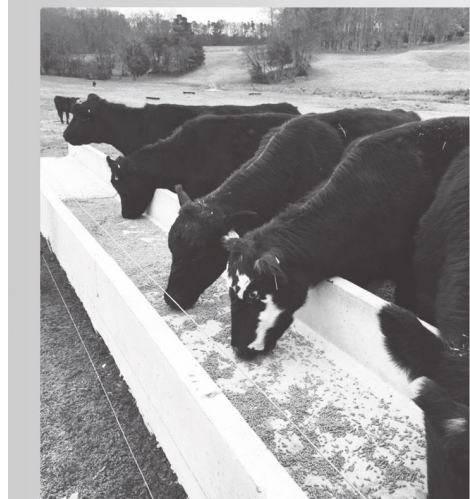
USDA Issues Second Supplemental Disaster Payment to Farmers, Extends Program Application Deadline to August 12. U.S. Secretary of Agriculture Brooke L. Rollins recently announced the U.S. Department of Agriculture (USDA) is maximizing disaster assistance support for producers by issuing a second Supplemental Disaster Relief Program (SDRP) payment to eligible producers who have approved program applications for losses due to natural disasters in calendar years 2023 and 2024. USDA's Farm Service Agency (FSA) has already provided \$6.7 billion in SDRP payments to eligible producers. Additionally, USDA is extending the program deadline to give producers and FSA more time to address any program application changes that could impact payments. The original April 30 deadline has been extended to August 12 for SDRP Stage 1 and Stage 2.

Initial SDRP payments were factored at 35 percent, but after further analysis, USDA is increasing the payment factor to 70 percent, meaning producers with approved applications will receive an additional 35 percent of their calculated SDRP payment. Future SDRP payments will also be made using a 70 percent payment factor.

"President Trump is the most pro-farmer president of our lifetime, and through his leadership, the Administration is

USDA NEWS

supporting farmers through unprecedented international market access, lowered taxes, and improvements to the farm safety net with the Working Families Tax Cuts. By extending the program deadline and making available this additional payment, we are continuing to put farmers first during this difficult farm economy," said



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Secretary Rollins. “To help secure the economic viability of disaster impacted farmers, we’re taking deliberate steps to provide stronger, more meaningful financial support for our nation’s agricultural producers.”

Over the past year, the Trump administration and USDA, under the leadership of Secretary Rollins, have supported U.S. farmers and ranchers with over \$17.9 billion in supplemental disaster assistance mandated by Congress in the American Relief Act, 2025. To date, USDA has provided over \$6.7 billion in SDRP payments, \$9.3 billion through the Emergency Commodity Assistance Program, and nearly \$1.9 billion through the Emergency Livestock Relief Program.

Additionally, through recent efforts to provide economic relief as the Trump administration works to open new markets, FSA has made over \$10 billion in payments to date through the Farmers Bridge Assistance program, with more assistance on the way for specialty crop producers. Since 2025, through permanent programs, FSA has provided over \$2.0 billion in disaster assistance, \$5.3 billion in commodity price support, \$3.1 billion in safety net assistance, and \$685 million through conservation programs.

All in all, this administration has put Farmers First with over \$39.1 billion in economic support needed to recover from market and weather related financial hardships beyond their control, protect our natural resources, and keep their operations moving forward.

SDRP Stage 1 – The first stage, announced in July 2025, remains available to producers who received an indemnity under crop insurance or the Non-insured Crop Disaster Assistance Program (NAP) for eligible crop losses due to qualifying 2023 and 2024 natural disaster events.

SDRP Stage 2 – Stage 2 of SDRP covers eligible crop, tree, bush, and vine losses that were not covered under Stage One program provisions, including non-indemnified (shallow loss), uncovered, and quality losses.

Eligibility – Eligible losses must be the result of natural disasters occurring in calendar years 2023 and/or 2024. These disasters include wildfires, hurricanes, floods, derechos, excessive heat, tornadoes, winter storms, freeze (including a polar vortex), smoke exposure, excessive moisture, qualifying drought, and related conditions.

To qualify for drought related losses, the loss must have occurred in a county rated by the U.S. Drought Monitor as having a D2 (severe drought) for eight consecutive weeks, D3 (extreme drought), or greater intensity level during the applicable calendar year.

FSA is establishing block grants with Connecticut, Hawaii, Maine, and Massachusetts that cover crop losses; therefore, producers with losses on land physically located in these states are not eligible for SDRP program payments.

For more information on SDRP, please visit fsa.usda.gov/sdrp.

USDA and EXIM Announce Historic Partnership to Put American Farmers First and Boost Exports. USDA recently announced an expanded partnership with the Export-Import Bank of the United States (EXIM) to increase domestic agricultural production and exports, while reducing the agricultural trade deficit. Alongside this partnership, USDA is formally launching the Financial Assurance

to Revitalize Markets (FARM) Initiative, a comprehensive effort to strengthen and modernize its export credit guarantee program in support of U.S. agricultural competitiveness.

The FARM Initiative serves as the umbrella for a series of program improvements and activities designed to enhance access to emerging markets, increase certainty for exporters and lenders, and ensure that U.S. agriculture remains a reliable and resilient partner in global trade. The new USDA-EXIM partnership brings together USDA’s export financing programs and EXIM’s role as the official export credit agency of the United States. By coordinating these tools, both agencies aim to create new opportunities for American farmers and agricultural producers, expand available financing and

USDA News continued on the next page

S.C. Cattle Receipts, Trends, and Prices for the Month of APRIL 2026

Cattle Receipts: 8,910 • Previous Month: 9,064
Feeder supply - 26% steers • 40% heifers • 34% bulls

SLAUGHTER CLASSES

	<u>Avg. Wt.</u>	<u>Price</u>
Cows - % Lean		
Breaker	1,417	\$175.61
Boner	1,188	\$175.89
Lean	1,031	\$158.32
Bulls - Yield Grade 1-2	1,609	\$201.39

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

<u>Wt. Range</u>	<u>Avg. Wt.</u>	<u>CWT</u>	<u>Avg. Price</u>
400-450	420	518.35	\$2,177.07
450-500	471	489.18	\$2,304.04
500-550	522	450.56	\$2,351.92
550-600	575	438.28	\$2,520.11
600-650	625	399.81	\$2,498.81
650-700	671	379.24	\$2,544.70

FEEDER BULLS (Medium and Large 1-2)

<u>Wt. Range</u>	<u>Avg. Wt.</u>	<u>CWT</u>	<u>Avg. Price</u>
400-450	420	505.73	\$2,124.07
450-500	462	492.18	\$2,273.87
500-550	524	448.63	\$2,350.82
550-600	567	436.75	\$2,476.37
600-650	621	401.55	\$2,493.63
650-700	658	376.63	\$2,478.23

FEEDER HEIFERS (Medium and Large 1-2)

<u>Wt. Range</u>	<u>Avg. Wt.</u>	<u>CWT</u>	<u>Avg. Price</u>
400-450	426	462.40	\$1,969.82
450-500	466	451.13	\$2,102.27
500-550	518	404.83	\$2,097.02
550-600	568	384.02	\$2,181.23
600-650	616	361.71	\$2,228.13
650-700	662	334.09	\$2,211.68

*Source: S.C. Department of Agriculture - USDA Market News Service
 Columbia, S.C. - 803-737-4491*

USDA News *continued from the previous page*

credit programs, and support increased sales of U.S. agricultural products overseas.

“Since January 20, 2025, President Trump has initiated the most aggressive foreign trade agenda in American history. The President and his entire trade team have traveled the world to successfully negotiate over two dozen trade deals, expanding unprecedented

market access for American farmers and ranchers. Over the last four years, our trade agenda favored foreign competitors over America’s farmers, ranchers, and producers. This led to a \$50 billion projected agricultural trade deficit, when under President Trump we had a surplus. In the last year we cut this in half with corn exports up 29 percent, ethanol exports up 11 percent, and dairy exports up 15 percent,” said U.S. Secretary Rollins. “This new partnership between USDA and EXIM is exactly the new thinking and the comingling of the brightest minds in government that is needed to fully utilize every single available resource to boost ag exports, improve the ag economy, and return to an era of long term stability and profitability in rural America.”

“American agriculture is a foundation of our national strength, and for too long, U.S. producers were forced to compete on an uneven playing field. Under President Trump’s leadership, we’re changing that,” said Export-Import Bank Chairman John Jovanovic. “By pairing EXIM’s export credit tools with USDA’s GSM-102 guarantees, we’re delivering a stronger, more coordinated approach to export financing – reducing risk, opening new markets, and putting more American grown products in the hands of buyers worldwide.”

Under Secretary for Trade and Foreign Agricultural Affairs Luke J. Lindberg announced both the FARM Initiative and the USDA-EXIM partnership during the EXIM 2026 Annual Conference in Washington, D.C.

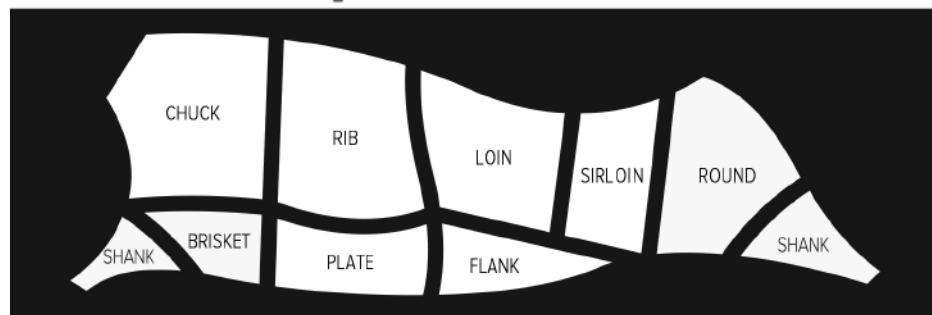
“USDA and EXIM share an interest in promoting agricultural exports and reclaiming the United States’ status as the breadbasket to the world,” said Under Secretary Lindberg. “Through the FARM Initiative and this historic partnership with EXIM, we are working to build a new golden age of the American farmer.”

The FARM Initiative builds on Secretary Rollins’s and Under Secretary Lindberg’s announcement in September 2025 outlining a renewed commitment to expanding trade finance opportunities for American farmers, ranchers, and agribusinesses. On February 3, as an early action under FARM, USDA introduced expanded financing options under the Export Credit Guarantee Program (GSM-102), including a new 18 month repayment option that allows eligible buyers to make a single payment at the end of the term instead of installments. Today, USDA is advancing additional enhancements under FARM by expanding global banking participation to widen access to trade finance and for higher risk markets, offering 100 percent coverage for payment guarantees so U.S. exporters can confidently pursue new opportunities.

EXIM will complement the \$5.5 billion authorized under GSM-102 with its export credit insurance programs, significantly increasing both the scale and mix of export financing tools available to promote U.S. agricultural exports. The FARM Initiative will also include extensive outreach to stakeholders and participants to improve usability, promote market awareness, and ensure these tools effectively support American agriculture.

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- EXIM’s Export Credit Insurance provides competitive credit terms to foreign buyers while helping protect U.S. exporters against nonpayment.

- USDA’s GSM-102 program reduces financial risk for American exporters, guaranteeing credit to encourage commercial financing for the sale of U.S. products.

- Working Capital Loan Guarantees ensure businesses have the cash flow to fulfill larger export orders and move their products into international markets.

To learn more about USDA’s export market and financing programs, visit www.fas.usda.gov/programs.

Secretary of Agriculture Issues 2026 Wildfire Readiness Memorandum Ahead of Active Fire Season. Secretary Brooke L. Rollins recently issued a new Secretarial Memorandum and letter directing the U.S. Department of Agriculture’s Forest Service to heighten national wildfire readiness, accelerate community focused risk reduction, and strengthen firefighter health and safety for the 2026 fire year.

“Under President Trump’s leadership, we have continuously implemented major reforms restoring active forest management, returning the Forest Service to a world leading forestry and fire management organization, and modernizing wildfire response and improving coordination across federal agencies. This fire season we are prepared to continue our full suppression strategy to suppress fire starts quickly to protect our forests and rural communities,” said Secretary Rollins. “This memorandum ensures the entire Department is aligned, prepared, and focused on responding quickly and effectively to protect communities and the natural resources Americans depend on. Proper forest management remains central to this effort — reducing wildfire risk, strengthening rural economies, providing affordable, high quality lumber for American homes, and preserving the nation’s landscapes for generations to come.”

The 2026 Secretarial Memorandum advances President Trump’s directives to streamline federal wildfire prevention and response, building on progress made under the 2025 Executive Order on Empowering Commonsense Wildfire Prevention and Response. It directs all USDA Mission Areas to maintain full qualification readiness, surge staffing capacity, and streamlined contracting support for wildland fire operations. It also directs the Forest Service to modernize performance measures for hazardous fuels work and work with federal partners to remove barriers to prescribed fire and increase occupational health and safety for firefighters. The memo reaffirms that USDA is ready for the 2026 fire season and will continue to be driven by public and firefighter safety as the top priority.

USDA enters the 2026 fire season with the strongest and most coordinated wildland firefighting capability in the world. The Forest Service can mobilize more than 28,000 wildfire responders and over 22,000 contracted resources across 2,500 vendors. The Department also manages the majority of the federal firefighting aviation fleet, including helicopters and airtankers nationwide. USDA continues to work closely with federal partners, state and tribal governments, and local fire departments to ensure a unified, aggressive, and highly coordinated approach to wildfire management.

“Wildfire response is a shared responsibility, and USDA will remain vigilant,” said Forest Service Chief Tom Schultz. “Our firefighters are prepared, our agencies are coordinated, and we will continue doing everything we can to protect communities and the people who defend them.”

USDA Announces Actions to Better Serve States, Nutrition Program Recipients, and the American Taxpayer. *The Food and Nutrition Administration, formerly the Food and Nutrition Service, will refocus its 16 nutrition assistance programs.* USDA’s Food, Nutrition, and Consumer Services mission area recently announced its intention to introduce the Food and Nutrition Administration. This shift will include a reorganization and relocation, all to move program leadership and staff from Washington, D.C., to hub and program compliance locations across the U.S. This shift in customer service will not disrupt program execution nor any endeavor to eliminate fraud, waste, and abuse across USDA’s 16 nutrition assistance programs.

“On my first day leading the People’s Department, I shared several commitments to our state, tribal, territory, and local government partners, including prioritizing customer service and infusing each nutrition program with new energy and vision,” said Secretary Brooke L. Rollins. “This reorganization is designed with those commitments in mind. I look forward to working with our partners as we continue to nourish children and families in need through nutrition programs that not only are provided by America’s farm families but also, programs that pave a pathway to better health and economic stability.”

USDA News continued on the next page

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These changes will not only ensure vulnerable families in need have more nutritious options wherever they shop but also demand more accountability from retailers who not only have stocked the bare minimum, but have also have seen the most program violations, including benefit trafficking and other fraudulent behavior.

These updates go into effect in the fall of 2026, and the Department plans to issue additional guidance to retailers in the coming weeks.

APHIS Announces Funding to Support Chronic Wasting Disease Control and Prevention. USDA’s Animal and Plant Health Inspection Service (APHIS) will provide approximately \$12 million to support efforts by states and tribal governments, research institutions, and universities to control and prevent chronic wasting disease (CWD) in wild and farmed cervids (e.g., deer, elk).

“Chronic wasting disease poses a serious threat to U.S. wildlife and agriculture. This funding reflects our commitment to working collaboratively with states, tribes, and research partners to develop innovative solutions and protect the health of our nation’s cervid populations,” said Dr. Alan Huddleston, Acting U.S. Chief Veterinary Officer.

APHIS will competitively fund the most promising projects that develop innovative tools or methods, support State and Tribal CWD control programs at the local level, and provide indemnity payments to cervid owners with pending claims. This includes:

- Approximately \$6 million to support critical projects to control and prevent CWD in farmed cervids,
- Approximately \$5.5 million to support research and management of CWD in wild cervids, and
- Approximately \$500,000 to support CWD prevention and management on Tribal lands.

CWD is an infectious, degenerative disease of cervids that causes brain cells to die, ultimately leading to the death of the affected animal. The incubation period can be lengthy, and infected animals may look healthy until the end stages of the disease, making it difficult to distinguish affected animals from healthy animals. Animals infected with CWD can transmit the disease to other animals during the “silent” incubation period. The disease has spread widely, and the limited number of tools, as well as their efficacy, impacts the ability to effectively control the disease.

Cooperative agreement funding in previous years has resulted in the development and implementation of predictive genetics to assist farmed cervid owners in breeding for less susceptible deer, the removal of CWD positive farmed cervid herds, increased diagnostic capabilities, increased CWD surveillance in wild cervid populations, hunter and public education, and carcass disposal options to reduce the spread of CWD.

This year’s investment will allow state departments of agriculture, state animal health agencies, state departments of wildlife or natural resources, federally recognized Native American tribal governments and organizations, and research institutions and universities to further develop and implement CWD research, management, and response activities.

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.



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Cattle sale every Monday at 11:00 a.m. Small animal sale every 2nd Saturday of the month at 10:00 a.m.
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For Your Advertising Needs, Contact:

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Upcoming Events

ANGUS

- Aug 1 — Edisto Pines 11th Annual Female Production Sale, Leesville, S.C.
 Sep. 26 — Biltmore Fall Production Sale, Asheville, N.C.
 Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
 Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.
 Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.
 Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

2027

- Jan. 2 — 18th Annual EBS Farms Select Bull & Female Sale, Norwood, N.C.
 Apr. 10 — Knoll Crest Farm Spring Bull & Female Sale, Red House, Va.

BRAHMAN

- Jun. 6 — Carolinas Brahman Breeders Association 46th Annual Sale, Laurens, S.C.

CHAROLAIS

- Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.

2027

- Jan. 2 — 18th Annual EBS Farms Select Bull & Female Sale, Norwood, N.C.

GELBVIEWH

- Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.
 Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

2027

- Apr. 10 — Knoll Crest Farm Spring Bull & Female Sale, Red House, Va.

HEREFORD

- Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

2027

- Apr. 10 — Knoll Crest Farm Spring Bull & Female Sale, Red House, Va.

SIMMENTAL

- Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
 Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.
 Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

2027

- Jan. 2 — 18th Annual EBS Farms Select Bull & Female Sale, Norwood, N.C.

WAGYU

- Nov. 7 — Wilders Wagyu StayWILD '26 Production Sale, Turkey, N.C.

OTHER EVENTS

- Jun. 1 — 2026 Mid-Central Cattle Reproduction School
 Jun. 6 — 2026 N.C. Beef System Field Day, Waynesville, N.C.

- Jun. 9 — “Selection Today for Sustainability Tomorrow” Workshop, Clayton, N.C.

- Jun. 16 — 5 County BEEF Tour, Louisburg, N.C.

- Jun. 18 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

- Jul. 7 — Forage & Livestock Annual Webinar Series - Session 1

- Jul. 8-10 — Virginia Beef Cattle University, Blacksburg, Va.

- Jul. 15-16 — 2026 Tri-State Ag Expo, Clemson, S.C.

- Jul. 30-Aug. 2 — 2026 S.C. Junior Beef Round-Up, Clemson, S.C.

- Aug. 7-9 — 2026 N.C. Junior Beef Round-Up, Fletcher, N.C.

- Aug. 13 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

- Aug. 19 — Forage & Livestock Annual Webinar Series - Session 2

- Sep. 17 — Forage & Livestock Annual Webinar Series - Session 3

- Sep. 24 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

- Oct. 1 — Forage & Livestock Annual Webinar Series - Session 4

- Nov. 12 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

LIVESTOCK MARKET SALES

- Jun. 1 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Jun. 1 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Jun. 2 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com

- Jun. 3 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

- Jun. 3 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Jun. 8 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Jun. 8 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Jun. 10 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

- Jun. 10 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Jun. 15 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Jun. 15 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Jun. 16 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com

- Jun. 17 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

- Jun. 17 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Jun. 22 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Jun. 22 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

- Jun. 24 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

- Jun. 24 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

- Jun. 29 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

- Jun. 29 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.



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 - ✓ Non-weaned cattle
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 - ✓ Implanted cattle
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 - ✓ Program cattle
(ex: GAP, Verified Natural, NHTC, BeefCare, etc)
 - ✓ ...and lots more!
-

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Owner - NC, SC, VA, GA

Bruce Shankle • 704-694-8686
NC, Upper SC, Southern VA

Chuck Doolittle • 704-221-1447
NC, SC

Will Edwards • 919-449-8064
NC, SC

Jeff Martin • 910-379-9173
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Catherine Edwards • 704-550-7920
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David McDannald • 864-360-0481
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