

Industry Award Winners Announced

Innovative beef industry leaders were recognized at the 2003 Cattle Industry Annual Convention and Trade Show.

Kelly Ranch wins National Environmental award

Michael and Cynthia Kelly, owners of Kelly Ranch on the southern edge of the Nebraska Sandhills, are this year's winners of the National Environmental Stewardship Award. Kelly Ranch is a prime example of exceptional stewardship practices. It is a family-owned and -managed integrated cow-calf and stocker operation, which has been in the family since 1885.

The combined ranches include both owned and leased land, comprising approximately 20,000 acres of native Sandhill grass, 500 acres of native meadow hay, 350 acres of irrigated alfalfa and 130 acres of irrigated corn. In addition to the native grasses, livestock are supplemented in the winter months with the meadow hay, alfalfa and corn raised on the ranch.

The Kellys are the first winner from Region VII, which includes the states of Nebraska, Kansas, North Dakota and South Dakota. Another first, the Kelly operation is also the first regional and national winner to have been nominated by an environmental organization, The Nature Conservancy.

"The Kellys have demonstrated how producers can run a successful cattle operation while managing

resources and implementing environmentally sound practices," says Wythe Willey, 2002 National Cattlemen's Beef Association (NCBA) president and Iowa cattleman.

All livestock on the Kelly ranch are on a planned rotational grazing system, allowing the range some rest during the growing season. As a result, the Kellys have realized an increase in available forages for livestock and an increase in wildlife on the ranch.

Ranch enhancements made by the Kellys include seven miles of cross fencing, 11 livestock water wells, 7,818 feet of livestock water pipeline, 12 new windmills and 19 new livestock water tanks. They have planted 11,178 trees for livestock and wildlife windbreaks. Of these improvements, 1.5 miles of fence, new windmills and 2.5 miles of pipeline have been funded through cost-sharing

programs with both Environmental Quality Incentive Program (EQIP) and Wildlife Habitat Incentive Program (WHIP) funding.

Dave Wood wins 2003 Vision Award

Every industry needs its innovators — its original thinkers — individuals whose creativity and imagination inspire others and improve the world around them. The beef industry recognized Dave Wood of Coalinga, Calif., as one of these innovators by awarding him the 2003 Vision Award.

The annual Vision

► The 2003 National Beef Ambassador winners are (from left) Kay Marino, Sonora, Calif., second; Wravenna Phipps, Kearney, Neb., third; Katie Shivey, Laramie, Wyo., honorable mention; and Seth Malley, Bentonville, Ark., first. The purpose of the National Beef Ambassador Program is to train youth spokespersons for the beef industry. In preparation for the competition, contestants become knowledgeable about the nutritional and economic values, byproducts, food safety, and versatile uses of beef. National winners have the opportunity to travel around the country and speak to organizations about the beef industry.



► **Right:** Chosen as this year's National Cattlemen's Beef Association Environmental Stewardship Award winners were Michael and Cynthia Kelly of Kelly Ranch, which is located in the Sandhills of Nebraska. The Kellys were chosen from seven regional award winners.



PHOTOS BY STEPHANIE VELDMAN



► David Wood (left) of Harris Ranch, Coalinga, Calif., was awarded the Beef Industry Vision Award. Also pictured is a representative of Ford Motor Co., the award sponsor, and Rob Brown (right), Throckmorton, Texas, last year's winner.

Award is sponsored by Ford Motor Co. and administered by the National Cattlemen's Foundation (NCF).

As an industry leader for more than 30 years, Dave Wood has given a tremendous amount of time through numerous state and national organizations. While serving time as the Cattlemen's Beef Board (CBB) chairman, he took an active role on the Beef Industry Oversight Committee as one of the leading forces in the merger of the National Cattlemen's Association (NCA) and the Livestock and Meat Board. He also served as the CBB operating chairman, CBB Foreign Marketing Committee chairman and the National Meat Association president.

Among developing several personally owned businesses and partnerships in both cattle and farming throughout the western United States, he has helped to create Harris Ranch Beef Co. Producing nearly 160 million pounds of beef each year, the Harris Ranch label is known worldwide for producing top-quality beef.

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NCBA names officers, president

Eric Davis, a beef producer from Bruneau, Idaho, was installed as the new president of the National Cattlemen's Beef Association (NCBA). Davis has been a beef industry leader at the county, state and national levels.

Jan Lyons, a beef producer from Manhattan, Kan., is the new president-elect for NCBA; she was formerly the organization's vice president. Jim McAdams of Lubbock, Texas, formerly vice president of NCBA's Policy Division, was elected NCBA vice president.

Elected as chairman of the NCBA Federation Division was Bob Schmidt of Greenback, Tenn.; Bob Rolston of Denver, Colo., is vice chairman. Joe Tugaw of Twin Falls, Idaho, was elected chairman of NCBA's Policy Division, with Mike Byrne of Tulelake, Calif., serving as vice chairman.

Wood, a 2002 Regional Environmental Stewardship Award winner, is also the chairman of the Beef Division of Harris Feeding Co., the largest cattle feedlot on the West Coast with a 120,000-head capacity. Along with the feedlot, he also operates a 3,500-head herd of fall- and spring-calving cows and manages 25,000 head of stocker steers and heifers.

Wood is president and owner of Wood Livestock Cattle & Trucking Co. Wood is also a partner in numerous farm and livestock operations. From Wood & Devine Cattle Co. to Double D Farms to Centennial Livestock, this is where he creates the final pieces of his vision.

One of his visions, "Partnership for Quality," aimed at the cow-calf producers to improve genetics in their herds, was adopted by Harris Feeding Co. After the first meeting, more than 10,000 head of cows were entered into the program. Ultimately,

adding value to the herd and optimizing income is the goal. Gathering carcass data and feedlot performance is at no cost to the producer. This allows for genetic counseling for producers to improve their herd quality. This, in turn, has created Harris Ranch Beef.

Montana producer receives Max Deets scholarship

Jed Evjene, a cow-calf producer from Two Dot, Mont., has been named the recipient of the Max Deets Leadership Scholarship presented by the NCF.

Developed in honor of Max Deets, a Beloit, Kan., cattleman and 1997 president of the NCBA, the scholarship promotes industry leadership and further develops young industry visionaries by awarding an all-expense-paid trip to the Cattle Industry Annual Convention and Trade Show, with a value up to \$1,000.

Evjene manages the American Fork Ranch in central Montana, which runs approximately 1,200 mother cows and several hundred yearlings. "I'm honored to receive this scholarship. Max Deets has made some great contributions to the beef industry," Evjene said. "I am looking forward to attending the annual convention, participating in policy-setting discussions and meeting other industry leaders."

Established through contributions from the Kansas Livestock Association (KLA) and the NCBA, the Max Deets Leadership Scholarship is administered by the NCF Board of Trustees. The scholarship is awarded to the chairman of the annual NCBA Young Cattlemen's Conference.

NCF scholarship winners

Twenty outstanding students pursuing careers in the beef industry have each been awarded a \$1,250 scholarship provided by the Chicago Mercantile Exchange (CME) and the NCF. The CME has sponsored this scholarship program for 13 years.

Each scholarship winner wrote a 750-word essay, identifying key issues confronting the beef industry and suggested possible ways of dealing with those issues.

The overall scholarship winner, Alyssa Irlbeck, was awarded an all-expense paid trip to the 2003 Cattle Industry Annual Convention in Nashville, and her essay will be printed in a 2003 issue of the *National Cattlemen* magazine.

Irlbeck is attending Texas Tech University with a major in interdisciplinary agriculture

ANCW awards and executive officers

The American National CattleWomen (ANCW) gathered in Nashville, Tenn., to hold their 2003 annual meeting. The events were concluded Jan. 30, with an awards ceremony and banquet where they announced their Outstanding CattleWoman of the Year and inducted a new executive committee. There was also a special dedication made to Shelle Taylor, former ANCW executive director, who was killed in a car accident the morning of the banquet.

Outstanding CattleWoman of the Year named

Mary Henzel of Oberlin, Kan., was named the Outstanding CattleWoman of the Year. Henzel has been a local member of ANCW for more than 40 years and holds memberships in local and state groups in Oregon, Oklahoma and Kansas. She served as state president of the Oklahoma CattleWomen in 1991 and 1992.

Henzel is a past president of the ANCW, and she has represented the organization on the first Partnership Planning Task Force with the National Cattlemen's Beef Association (NCBA). She has been involved with Ag in the Classroom, Beef Promotion, Budget, Bylaws, Legislative, Nominating and Outstanding CattleWoman of the Year committees. She also served as regional meeting coordinator and on the ANCW Foundation.

Perhaps the most ambitious project Henzel assumed for the ANCW was serving as chairman and author of the 50th Anniversary Commemorative History Book in 2001.

Henzel and her husband, Stuart, operate a stocker-feeder operation near Oberlin. They have three sons and one grandson.

The CattleWoman of the Year Award is given to a CattleWoman who has excelled at continued beef promotion on the local, state and national level while contributing dedication, commitment and support to the ANCW.

ANCW new executive committee

ANCW's new executive officer committee includes Patti Townsend, Roswell, N.M., president; Susie Magnuson, Eaton, Colo., president-elect; Marlene Strickland, Sarasota, Fla., vice president; Genora Moore, Santa Fe, N.M., historian; Inez Marrs, Picacho, N.M., secretary; Patty Posey, Mayhill, N.M., parliamentarian; and Vicki Wilkenson, Chino Valley, Ariz., past president. Regional directors are Cindy Pate, Montgomery, Ala., Region 2; Judy Tollefsrud, Spring Grove, Minn., Region 3; Wendy Pettz, Huntsville, Ark., Region 4; Leslie Hendry, Lysite, Wyo., Region 5; Fita Witte, Stanley, N.M., Region 6; and Nancy Stirling-Neuhausser, Midland, S.D., Region 7.

and double minors in agribusiness and biology.

Another 19 scholarship recipients also received \$1,250 scholarships: Garrett Anderson, Texas A&M University; Milo Andrus, Utah State University; Virgil Bremer, University of Illinois at Urbana-Champaign; Melissa Colgan, Kansas State University (K-State); John Dillard, Virginia Tech; Ryan Donnelly, University of Minnesota; Amy Faulkenberry, Oklahoma State University; Lucy Gibson, Middle Tennessee State University; Jared Heid, Archie (Mo.) High School; Crystal Mathews, University of Missouri; Shelly Meyers, K-State; Brock Miller, Texas Tech University; Aaron Nelson, Iowa State University; Jeffrey Nelson, University of Minnesota; Dresden Petty, Cottey College, Nevada, Mo.; Kathryn Strom, South Dakota State University; Tommy Tabler, University of Arkansas; Timothy Ulrich, Colorado State University; and Lance Zimmerman, K-State.

Penn State team wins quiz bowl

Pennsylvania State University (Penn State) was named the national winner of the 2003 NCF National Collegiate Beef Quiz Bowl in Nashville, Tenn. Teams earned the privilege of competing at the Cattle Industry Annual Convention and Trade Show by winning their sectional competition of the American Society of Animal Science Academic Quadrathlon.

Other teams competing in this year's event were the University of Florida, Michigan State University and the University of Wyoming. The National Collegiate Beef Quiz Bowl teams will take home \$2,500 to put toward the agricultural program at their school.

The team members on this year's winning team were: Jennifer Flinchbaugh, Lori Connelly, Lee Ann Tice and Sara Kreisner. The advisor was Dan Kniffen.

Other award winners

► Mike Byrne, a cow-calf producer from Tulelake, Calif., was presented the *BEEF* magazine Trailblazer Award for 2002.

Byrne was selected for his key role in focusing national media attention on the agricultural impacts of arbitrary, nonscience-based application of the Endangered Species Act. His grassroots efforts helped force a whole new approach by federal agencies to interpreting and implementing federal environmental rules and regulations.

► Topper Thorpe was presented the Ladd Hitch Award, which is sponsored by *Beef Today*.

In 1998, the winner of the inaugural Ladd Hitch Award was announced. Given each year since, the award honors the legacy of a beef industry pioneer known for his tradition of innovation, leadership and the pursuit of excellence in the U.S. beef industry.

New executive committee named for CBB

The CBB elected Andy Tucker of Rockledge, Fla., to serve as its chairman in 2003. He was the 2002 vice chairman of the board. Board members elected Nelson Curry of Paris, Ky., to serve as their vice

chairman. Alan Svajgr, a stocker/feedlot operator from Cozad, Neb., will serve as secretary-treasurer.

Newly elected Executive Committee members are Tucker; Curry; Svajgr; Dave Bateman of Illinois; Laurie Bryant, an importer; Mike Cline, Iowa; Jay O'Brien, Texas; Kay Richardson, Florida; John Roberts, Vermont; Carlyyn Walker, Texas; and Gary Sharp, South Dakota.



Cattle-Fax outlook

Cattle producers crowded the room for the Cattle-Fax Outlook Seminar Jan. 31, hoping to hear a favorable forecast. Analysts delivered a generally positive message, with the prediction for continued cow-country drought providing the only negative note.

Forecasters predicted adequate moisture for southwestern and southeastern regions of the United States, but continued dry conditions coupled with above average summer temperatures for much of the West and Central Plains. The drought area is expected to expand eastward into the Corn Belt.

Dry weather could challenge profit potential for parched producers, but Cattle-Fax analyst Randy Blach foresees opportunities for market-savvy cattlemen to make money during 2003 and coming years.

This year's corn crop could be big — perhaps 10 billion bushels (bu.) — but global demand should remain high. The dry weather scare could push prices somewhat higher, and every 10¢ per bu. increase could raise fed-cattle breakeven prices by 75¢ per hundredweight (cwt.). Producers were advised to consider managing risk. There is a good chance of higher wheat and soybean prices.

Despite terrorism, animal disease scares and poultry export bans, beef demand has been strong. Net supplies were up and prices reached near-record highs, but demand fostered increased per capita consumer expenditures. Total beef exports grew by 7%. Despite bovine spongiform encephalopathy (BSE) fears, Japan remained the No. 1 destination for exports. Loss in the Japanese market was made up through increased sales to Mexico and Korea. In the future, Mexico may claim the top spot among buyers of U.S. beef.

According to Blach, 2003 should see beef production fall by 1 billion pounds (lb.), as more heifers are held for breeding and feedlot placements decline. He predicts higher fed-cattle prices, averaging \$73-\$74, with highs around \$80 and a summer dip into the high \$60s.

Feeder cattle prices are expected to be \$3-\$4 higher, with highs around \$80 per cwt. for 750-lb. steers. Lows of \$74-\$75 may be seen during late spring and early summer.

"Calf prices should be good, but moisture definitely could be a factor. There may be lower demand for calves going to early grass," stated Blach. "Look for prices in the upper \$90s by fall."

While the recent slaughter cow market has been disappointing, he anticipates a \$4-\$5 boost during the coming year, averaging \$42-\$45 per cwt. Bred cow values will vary by region, but could average \$50 per head higher.

—by Troy Smith