

Industry Link

GRSB announces leaders

The Global Roundtable for Sustainable Beef (GRSB) announces the election of Nicole Johnson-Hoffman, chief sustainability officer and senior vice president for OSI Group, as president of the GRSB.

Leon Mol, director of product safety and social compliance for Ahold Delhaize has been elected vice president, and Cameron Bruett, head of corporate affairs for JBS, has been re-elected Executive Committee member at-large.

Dennis Laycraft of the Canadian Cattlemen's Association will now formally serve as past president.

Mol and Bruett join Carlos Saviani

of World Wildlife Fund, who is the secretary-treasurer, and Ignacio Blanco-Traba of McDonald's Global on the 2018 GRSB Executive Committee.

See more about GRSB leadership at <https://grsbeef.org/Leadership/>.

Source: GRSB.

Court stops pork payment

A U.S. District Court Feb. 1 stopped payments from the National Pork Board to the National Pork Producers Council (NPPC) for the Pork Board's purchase of the *Pork. The Other White Meat*® trademarks.

The Humane Society of the United States (HSUS), the Iowa Citizens for Community Improvement and an Iowa

pork producer in 2012 sued the USDA, which oversees the Pork Checkoff administered by the Pork Board, to overturn the purchase, claiming, among other things, that the trademarks were overvalued.

NPPC reports that a 2016 analysis by USDA found the value of the trademarks to be between \$113 million and \$132 million. NPPC sold the trademarks to the Pork Board in 2006 for about \$35 million in a seller-financed agreement

Source: NPPC.

'WOTUS' delayed until 2020

The White House Office of Management and Budget (OMB) completed its review of the U.S. Environmental Protection Agency's (EPA's) final rule to delay for two years implementation of the Waters of the United States (WOTUS) rule.

The controversial *Clean Water Act* (CWA) regulation, which took effect in August 2015, gave the government broad control over waters, including upstream waters and intermittent and ephemeral streams such as the kind farmers use for drainage and irrigation. It also covered lands adjacent to such waters.

Several ag organizations challenged the rule in U.S. District Courts around the country, and the U.S. Court of Appeals for the Sixth Circuit, which consolidated the District Court case under its jurisdiction, put a hold on the regulation in the fall of 2015.

The U.S. Supreme Court, however, ruled that the Sixth Circuit doesn't have jurisdiction to hear such CWA cases. The EPA now is reviewing comments on a proposal to rescind the 2015 rule and is developing a proposal for a new definition of "waters of the United States."

The Trump administration expects that a new version of the WOTUS rule will be in place long before the 2020 implementation deadline.

Source: NPPC.

MDA awarded grant

The Montana Department of Agriculture (MDA) has been awarded \$52,158 from USDA's Quality Samples Program (QSP) to further develop the market for U.S. beef genetics in Nicaragua. Through January 2020, MDA will use the funds to send semen and embryos from Montana ranches to Nicaragua.

"This is great news for Montana seedstock producers," said MDA Director Ben Thomas. "Our beef genetics are known worldwide for their high quality, and with Nicaragua being the largest cattle-producing country in Central America, we feel this will become an important and fruitful relationship for Montana."

The award comes on the heels of a series of successful MDA trade missions with Nicaragua. In March 2017, MDA staff accompanied Montana ranchers on an outbound trade mission to Nicaragua. The trip included visits with feedlot owners, slaughterhouse operators and ranchers, who discussed the need for higher-quality meat and faster processing times. Then, in October 2017, MDA hosted Nicaraguan cattlemen for visits to several Montana ranches and a stop at the Northern International Livestock Exposition (NILE), where they viewed the high-quality genetics firsthand.

The QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. For more on the program, visit: <https://www.fas.usda.gov/programs/quality-samples-program-qsp>.

Source: Montana Department of Agriculture.

Hold lifted on nominee

Sen. Jeff Flake, R-Ariz., released his hold on the nomination of Gregory Doud to be President Trump's chief ag negotiator at the Office of the U.S. Trade Representative.

In November, Flake placed the hold in response to the Trump administration's proposal to impose trade remedy laws against imported goods from Mexico, an effort intended to protect certain U.S. ag produce from cheaper imports from Mexico. Flake argued that the proposal would decrease consumer choice, leading to higher prices for produce.

The decision to lift the hold came after Flake secured a written comment from Sen. Orrin Hatch, R-Utah, chairman of the Senate Finance Committee, that his concerns would be addressed. U.S. Trade Representative Robert Lighthizer expressed his willingness to consider Flake's concerns.

Doud has served in a number of capacities related to domestic and international trade policy, working at the National Cattlemen's Beef Association; U.S. Wheat Associates; the Commodity Markets Council; and the Senate Committee on Agriculture, Nutrition and Forestry.

Doud's nomination must be considered by the Senate.

Source: NPPC.

Identifying USA beef

On Jan. 5, Colorado State Representative Kimmi Lewis and State Senator Vicki Marble introduced in Colorado's 2018 General Assembly a bill titled the *Beef Country of Origin Recognition System* also referred to as the *Beef COORS* bill by the sponsors.

If passed, the bill would require Colorado retailers to place a placard

CME Group invests in future of beef industry

Angus youth earn NCF scholarships.

Angus youth were among the 10 winners of \$1,500 scholarships awarded by the National Cattlemen's Foundation (NCF) to outstanding students pursuing careers in the beef industry in the next school year. These scholarships are sponsored by the Chicago Mercantile Exchange Group (CME).

Overall winner Abbey Schiefelbein, a high school senior from Kimball, Minn., received a trip to the 2018 Cattle Industry Convention & NCBA Trade Show in Phoenix, Ariz., in addition to the scholarship. Abbey wrote an essay for her scholarship application titled "The Importance of Transparency."

The other nine students, each earning \$1,500 CME scholarships from NCF, were:

- Brooke Berendsen, Montana, Montana State University
- Mason Bishop, Texas, Clarendon College
- Sydney Bowman, high school senior, Fort Lupton, Colo.
- Lucas Brock, Georgia, University of Georgia
- Ryan Callahan, Oklahoma, Oklahoma State University
- Bridger Gordon, high school senior, Whitewood, S.D.
- Cale Hinrichsen, Oklahoma, Oklahoma State University
- Ty Montgomery, Oklahoma, Oklahoma State University
- Morgan Scilacci, Kansas, Kansas State University



Abbey Schiefelbein (center) of Kimball, Minn., earned a trip to the 2018 Cattle Industry Convention & NCBA Trade Show in addition to a \$1,500 scholarship from the National Cattlemen's Foundation. Abbey's essay was titled "The Importance of Transparency."

PHOTO COURTESY NCBA

in the immediate vicinity of beef products, including ground beef, that informs consumers as to whether the beef was derived exclusively from animals that were born, raised and slaughtered in the United States, or whether the beef was imported or derived from imported animals.

“The *Beef COORS* bill corrects the federal government’s deceptive labeling scheme by reserving the ‘USA Beef’ placard only for beef exclusively derived from animals that were born, raised and slaughtered in the United States,” said Lewis, who also owns and operates the Muddy Valley Ranch in Kim, Colo.

Source: R-CALF USA.

Wildfire mitigation

USDA will invest nearly \$32 million this year to mitigate wildfire risk, improve water quality and restore healthy forest ecosystems in 24 states and Puerto Rico. Since 2014, USDA has invested \$176 million in 56 Joint Chiefs’ Landscape Restoration Partnership Projects, which focus on areas where public forests and grasslands intersect with privately owned lands.

“Through Joint Chiefs, the Natural Resources Conservation Service (NRCS) works with agricultural producers and forest landowners to improve forest health using available farm bill conservation programs, and the Forest Service enhances forest health on public lands — stitching together a larger footprint of healthy ecosystems in priority areas,” said Leonard Jordan, acting NRCS chief.

This year the Joint Chiefs’ partner USDA agencies are providing \$2.9 million to fund seven new projects and \$29 million to support 21 ongoing partnership projects. Federal, state and local partners will bring an additional \$12 million through financial and in-kind contributions over three years to implement the newly added projects. These contribute to jobs and economic benefits that sustain rural communities.

“Wildfires are a serious and ongoing threat to forests and communities alike, as we’ve seen in California and throughout the nation this past year,” said Forest Service Chief Tony Tooke. “Through these Joint Chiefs’ projects, USDA will be working with local partners in high-risk project areas to control invasive species, install fire breaks and implement other targeted forest management practices to help mitigate the risk of widespread wildfires.”

Along with mitigating fire risk, Joint Chiefs’ projects work to improve water quality by restoring healthy forests and grasslands.

For full project descriptions and information on completed projects, visit the Joint Chiefs’ Landscape Restoration Partnership website.

Source: Public Lands Council.

New features at NIAA

The National Institute for Animal Agriculture (NIAA) will fuse new features into this year’s conference, titled *Livestock Traceability: Opportunities for Animal Agriculture*, April 10-12 at the Renaissance Denver Stapleton Hotel in Denver, Colo.

Livestock traceability affects all of animal agriculture. Possible disease

outbreaks, international trade concerns, biosecurity issues, food globalization, and place-of-origin labeling discussions influence consumers, policy makers, producers and distribution industries.

To maximize the effectiveness of the meeting, the NIAA Species Committee members will be included into the Issue Council discussions. All the issues that matter to individual species groups will

now be part of the larger conversation in the six different councils’ meetings on animal health emergency management, global animal health and emerging disease, antibiotics, animal care, animal ID and information systems, food security, regulatory and trade, and a special meeting of the Aquatic Livestock Committee.

(Continued on page 156)



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CED	+5
BW	+2.1
WW	+70
YW	+125
Milk	+26
SW	+73.18
SB	+134.37

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SAV Recharge 3436 x SAV Pioneer 7301
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BOYD GRANITE PAVER 6118

CED	+13
BW	+1.8
WW	+78
YW	+131
Milk	+29
SW	+84.08
SB	+175.02

Calved: 09/02/2016 • Reg. 18693344
Connealy Black Granite x Boyd Rosetta 4300
A flawless phenotype in this massive, high performance herd sire who offers the strong maternal traits of the Rosetta family and a curve-bending EPD profile.



BOYD PAID TO WEIGHT 6164

CED	+8
BW	+1
WW	+70
YW	+121
Milk	+31
SW	+83.67
SB	+148.89


Calved: 10/25/16 • Reg. 18693375
Basin Payweight 1682 x SAV Pioneer 7301
Tremendous power and muscle dimension with extra body capacity and volume with excellent structure!



BOYD 31Z VICTOR PLUS 7041

CED	+1.1
BW	+4.5
WW	+65
YW	+113
Milk	+31
BMIS	+22
CHBS	+36

Calved: 1/29/17 • Reg# 43794874
TH 223 711 Victor 755T x NJW 73S M326 Trust 100W
This impressive herd sire is a maternal brother to BLUEPRINT!
Bred-in maternal excellence with a flawless pedigree and a superb EPD profile!



MYERS SOLDIER M206

CED	+6
BW	+2.3
WW	+76
YW	+130
Milk	+28
SW	+76.30
SB	+172.02

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Also new this year will be a trade show/technology showcase.

NIAA will host an interactive workshop titled: Traceability and the Real World on Thursday, April 12, immediately following the conference. This workshop will focus on economics, technology, data management, action

items and next steps.

For more, visit the NIAA website, www.animalagriculture.org.

PLC takes on Patagonia

The Public Lands Council (PLC) launched a campaign to support rural communities and raise awareness of

critical facts in the national monuments debate. The move responds to marketing efforts of multinational retail corporation Patagonia, which promoted false claims about national monuments in the wake of the recent decision to scale Bears Ears and Grand-Staircase Escalante.

The PLC campaign features the distribution of iron-on clothing patches designed to cover the logo on Patagonia merchandise.

“Patagonia’s actions are a pure marketing play disguised as concern for western landscapes,” said Ethan Lane, PLC executive director.

Patagonia’s public opposition to the national monument modifications — which included a pop-up banner on the corporate website titled “The President Stole Your Land” — led to an invitation for the founder to testify in front of the House Natural Resources Committee. Patagonia refused.

Contrary to Patagonia’s claims, all land removed from national monument designations remains under federal control and management.

High-O beans approved

High-oleic soybeans have crossed their final regulatory hurdle, clearing the way for farmers to plant more acres of high-oleic soybeans in 2018. Full global regulatory approval can

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**Mayfield receives
Max Deets Award**

Will Mayfield, a cattle producer from Pulaski, Tenn., has been named the recipient of the Max Deets Leadership Award for 2018 by the National Cattlemen’s Foundation (NCF). Mayfield was recognized for his outstanding leadership in the cattle industry at the Best of Beef Breakfast during the 2018 Cattle Industry Convention & NCBA Trade Show in Phoenix, Ariz., Feb. 2

The Max Deets Leadership Award is presented each year to the Young Cattlemen’s Conference chairman selected by his or her peers the previous year. It is named for Max Deets, a Kansas cattleman and industry leader who served as president of the National Cattlemen’s Beef Association (NCBA) in 1997. He died in 2014. The award was established through contributions from the Kansas Livestock Association and NCBA.

Mayfield is the regional beef coordinator for Select Sires in the Southeastern portion of the country,



help expand the market for high-oleic soy and create opportunities to increase U.S. soybean value and competitiveness in the global marketplace.

“Achieving high-oleic global regulatory approval enables us to meet end-user needs with a product they want and increase the use of U.S. soybean oil,” says Lewis Bainbridge, United Soybean Board chair and farmer from Ethan, S.D.

The soy checkoff has invested in research to ensure that high-oleic soybeans deliver the qualities required by oil end users. These varieties produce a more stable oil for food industry use in restaurants and packaged goods. The oil also expands uses for non-food applications, such as synthetic motor oil and automotive lubricants.

For farmers, checkoff-supported research has helped ensure that high-oleic soybeans perform the same as other soybean varieties and that variety development expanded to a

wider range of maturity groups.

“For high-oleic soybeans to be successful, we can’t sacrifice performance in the field or limit the geographies where they are grown,” says Bainbridge.

High-oleic soybean varieties are now grown in 13 states. Acreage of high-oleic

soybean varieties has grown from 50,000 acres in 2013 to more than 625,000 acres in 2017.

High-oleic soybeans are expected to become the fourth-largest grain and oilseed crop in the United States, with a goal of planting 18 million acres of high-oleic soybeans.

For more information, visit www.soyinnovation.com.

Source: United Soybean Board.

Ag outlook conference

USDA’s Agricultural Outlook Forum (AOF) will be at the Crystal Gateway (Continued on page 158)

and is active in his family cow-calf operation with his father and grandfather. He is a 2012 graduate of the University of Tennessee with a master’s degree in bovine reproductive physiology, and worked with the American Angus Association for two years after graduate school in the northeast part of the country. With Select Sires he has been involved with expanding the commercial market in the Southeast and state of Kansas, while continuing to develop the independent representative program throughout the territory.

In addition, Mayfield is the NCBA Region II Young Beef Leader Representative.



PHOTO COURTESY NCBA

A former American Angus Association regional manager, Will Mayfield was awarded the Max Deets Leadership Award for 2018.

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Whitestone Zen 7008

CED	DMI	CEM	CWT	SF
+8	+67	+14	+48	+89.05
BEPD	YH	MILK	MARB	SG
+1.0	+3	+22	+72	+42.89
WEPD	SC	MW	REA	SOG
+65	+1.15	+38	+69	+37.21
YEPD	DOC	MH	FAT	SYG
+124	+24	+3	-0.01	+5.68
RADG	HP	SEN	SW	SB
+25	+10.1	-8.04	+63.22	+149.72

Calved: 11/21/2016 Reg: +18777241
Tattoo: 7008 Sex: Bull
+* Rito 9M25 of Rita 5F56 Pred
Vintage Commander 4152
+*17793480 +* Sandpoint Blackbird 8809
#* A A R Ten X 7008 S A
S A V Blackcap May 4567
+*17893616 * S A V Blackcap May 4136

One of the top phenotype bulls in the sale offering who has what seedstock and commercial cattleman want: Pounds, Performance, Added Thickness and A Look! This awesome individual is by the top selling Vintage Commander 4152 back to a full sister to the GENEX Beef AI sire, SAV Ten Speed 3022. The grandam is the all time high income producing female in the SAV program, SAV Blackcap May 4136.



Whitestone Jimbo 7020

CED	DMI	CEM	CWT	SF
-3	+70	+3	+53	+57.12
BEPD	YH	MILK	MARB	SG
+3.5	+6	+26	+26	+23.61
WEPD	SC	MW	REA	SOG
+69	+1.04	+42	+68	+19.18
YEPD	DOC	MH	FAT	SYG
+109	+14	+3	+0.01	+4.43
RADG	HP	SEN	SW	SB
+17	+9.8	-15.85	+63.11	+131.60

Calved: 11/27/2016 Reg: +18779039
Tattoo: 7020 Sex: Bull
+* S A V Resource 1441
S A V Regard 4863
+*17923520 #* S A V Blackcap May 5530
S A V 8180 Traveler 004
S A V Emblynette 6555
+*15465707 # S A V Emblynette 7260

A son of the now deceased SAV Regard 4863 back to a daughter from the famed Emblynette family. This powerful growth bull has added length and extension with a powerful hip and hind leg. His mother is one of the powerful donor females in the Whitestone program with a progeny production record of WR 2@102, U%IMF 8@108 and REA 8@101 with three daughters in production with a nursing ratio of 103. She also stems from an elite Pathfinder cow bred in the Schaff Angus Valley program.

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Industry Link (continued from page 157)

Marriott Hotel in Arlington, Va., Feb. 22-23.

The Agricultural Outlook Forum is the USDA's largest annual meeting, attracting as many as 2,000 attendees. The Forum highlights key issues and topics within the agricultural community, offering a platform for conversation

among producers, processors, policymakers, government officials, and nongovernmental organizations, both foreign and domestic.

The theme for this year's forum is "The Roots of Prosperity." Along with a host of prestigious plenary speakers and discussions, attendees may choose

from 30 informational sessions with more than 80 speakers and a host of agriculture-related exhibits to visit.

Source: USDA.

Bill fosters conservation

The Healthy Fields and Farm Economies Act, a bipartisan bill

introduced Jan. 10 in the House by Reps. John Faso (R-NY) and Marcia Fudge (D-OH), would improve USDA conservation programs for American farmers and ensure the most efficient and effective use of taxpayer dollars, according to a release by the National Sustainable Agriculture Coalition (NSAC). Specifically, the bill strengthens federal conservation programs by authorizing and providing funding for the measurement, evaluation and reporting of USDA conservation program outcomes.

USDA invests billions of conservation dollars each year in programs that support farmers and ranchers in adopting conservation activities. These programs—including the Environmental Quality Incentives Program (EQIP), the Conservation Stewardship Program (CSP), the Agricultural Conservation Easement Program (ACEP), and the Conservation Reserve Program (CRP)—are utilized across millions of acres of land and help farmers to invest in soil health, air and water quality, water conservation, and wildlife habitat.

"Farmers need programs and practices that they can rely on, particularly when it comes to conservation," said Alyssa Charney, NSAC policy specialist. "*The Healthy Fields and Farm Economies Act* will ensure that American family farmers are getting the absolute best conservation programs and practice recommendations from USDA.

"By implementing these tracking and evaluation measures, Congress can make federal conservation programs more accountable to American taxpayers and better performing for American farmers," she continued. "Thanks to this bill, USDA will finally be able to point to hard data showing just how successful conservation efforts have been."

Federal conservation programs play a significant role in protecting and enhancing our shared natural resources, as well improving farms' long-term sustainability. However, because USDA has historically lacked the ability to report on the conservation outcomes of these programs, they have increasingly been threatened with budget cuts and even wholesale elimination. With new evaluation and reporting tools in place, USDA will be able to prove the effectiveness of popular conservation programs. When programs aren't working well, they'll be able to identify the issues and come up with targeted solutions quickly.

More information on the *Healthy Fields and Farm Economies Act* is available on the NSAC website, <http://bit.ly/2CXaXL5>.

Source: NSAC.

2018 livestock outlook positive

There are, however, concerns for both markets as uncertainty looms around trade agreements, Robb told



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60 Angus Heifers

S Foundation 7179



BD: 3/18/17 BW: 98 205 Wt: 816/121
 CED +2 BW +3.4 WW +74 YW +131 M +23
 S Foundation 514 x S Whitlock 179 x Rainmaker 6536

S Intrinsic 7186



BD: 3/18/17 BW: 81 205 Wt: 775/115
 CED +11 BW +.3 WW +80 YW +135 M +33
 Connealy Intrinsic x S Whitlock 179 x RA Lincoln

S Unanimous 7225



BD: 3/21/17 BW: 104 205 Wt: 832/124
 CED +1 BW +3.3 WW +78 YW +123 M +26
 Unanimous x S Summit 956 x S Alliance 3313

S Whitlock 702



BD: 2/07/17 BW: 71 205 Wt: 757/117
 CED +13 BW +.1 WW +64 YW +115 M +38
 S Whitlock 179 x Chinook x S Chisum 6175

Offering Sons by:

- S Whitlock 179 • S Foundation 514
- Connealy Intrinsic • U2 Coalition
- S Axiom 4525 • S Open Country 5245
- Vision Unanimous • HA Open Country
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workshop attendees at the American Farm Bureau Federation's 2018 Annual Convention & IDEAg Trade Show.

Demand for meat has increased, and Americans are expected to consume about 219 pounds of red meat and poultry per year. That's the largest since around 2007, according to Robb.

As demand increases, quality will be more important than ever before.

"Beef sells for well more than other products because consumers are willing to pay a premium," Robb said. "Consumers don't care about the cost of production, and they won't pay the premium for beef if the quality isn't there."

Robb noted the pork sector is considering establishing grading guidelines similar to beef.

"Beef product, compared to pork and chicken, has improved dramatically," he said. "Pork wants to have grading guidelines like beef to improve their product."

Competition for the customer also factors into prices and marketing.

"How do you get people into traditional grocery stores?" Robb asked. "The meatcase, dairy products, fresh fruit drive customers to the store."

Pet food is also changing the marketplace with the use of animal-based proteins.

"There's fresh pet food, frozen pet food," Robb said. "Millennials pay more per pound for pet food than they do for their own food."

Exports have added value for cattle producers — adding an extra \$66 per head.

Uncertainty centers around deals like the North American Free Trade Agreement (NAFTA) and the U.S.-Korea Free Trade Agreement (KORUS).

"We think that number could grow, but it's dependent on things like NAFTA," Robb said. "A lot went right for cattle prices in 2017, but we're still marketing calves against larger supplies."

Financial management is critical, Robb said, and will be more important as the markets change.

"The marketing plan is tied to the cash flow statement," he said. "If we do have problems while the calf crop is growing, we have to be quicker to the draw and make fast decisions while the market is adjusting."

Source: AFBF.

Stable forecast for U.S. crops

U.S. grain prices and crop demand for 2017-2018 will likely show no major changes, according to Keith Coble, former chief economist for Senate Agriculture Committee Republicans and the head of the Agricultural Economics Department at Mississippi State University.

Coble spoke to workshop attendees during the American Farm Bureau Federation's 2018 Annual Convention & IDEAg Trade Show about global crop

trends and the U.S. farm policy outlook for the upcoming year.

Trends for 2018 will be similar to 2017, unless a major disruption occurs, such as weather or foreign market changes, Coble said.

"We are really not seeing anything that is significantly moving the markets

up or down in the short-term," said Coble. "Markets are going to see mostly sideways movement. Cotton is the most promising of the commodities."

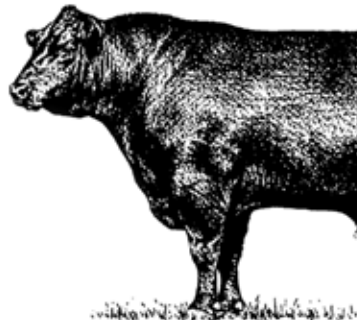
Coble addressed the outlooks on global and U.S. markets for each of the major crop markets separately — corn, soybeans, wheat, cotton and rice —

predicting not much change will occur.

He also spoke about the future of crop insurance.

"The overall percentage of the farm bill taken up by the farm commodity program has diminished, because of the shift away from Title I programs toward

(Continued on page 160)



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KM Broken Bow 002

CED	BW	WW	YW	CEM	MILK	\$W	\$F	%G	%B
+14	-1.8	+62	+104	+16	+23	+65.28	+64.60	+50.67	+149.23



EXAR Resistol 3710B

CED	BW	WW	YW	CEM	MILK	\$W	\$F	%G	%B
+11	+1.0	+62	+118	+11	+28	+61.67	+65.30	+41.81	+143.09



Connealy Western Cut

CED	BW	WW	YW	CEM	MILK	\$W	\$F	%G	%B
+8	-1.5	+59	+106	+12	+34	+71.83	+76.59	+40.02	+136.28



Varilek Tour 5093-15

CED	BW	WW	YW	CEM	MILK	\$W	\$F	%G	%B
+13	-1.0	+65	+112	+14	+32	+77.54	+63.24	+30.98	+136.69

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For Progress Reports or Sale Book Contact:

Mick Phillips

205 Phillips Drive

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Visit the website for video samples of the bulls: www.nebraskabulltest.com



Industry Link (continued from page 159)

crop insurance programs," he said.

The presentation concluded with audience questions about Coble's opinion of the next farm bill and the NAFTA. Coble said the farm bill will likely receive minor tweaks because of the shortened window that comes with an election year.

2018 CBB officers named

The Cattlemen's Beef Promotion & Research Board (CBB) unanimously elected its new leadership team during the 2018 Cattle Industry Convention in Phoenix, Ariz., Feb. 2. Joan Ruskamp of Dodge, Neb., will serve as chairman. Chuck Coffey of Springer, Okla., will serve

as vice chairman; and Jared Brackett of Filer, Idaho, will be secretary-treasurer, leading the National Beef Checkoff Program for the coming year.

Ruskamp and her husband, Steve, operate a feedlot and row-crop farm west of Dodge. She is a graduate of the University of Nebraska at Curtis, where



she earned an associate degree in veterinary medicine in 1980.

She has been active in the beef industry, with service to numerous producer organizations. She has been a 4-H leader for about 20 years, an EMT for more than a decade, and a religious education teacher for nearly 30 years.

Coffey is a fifth-generation rancher who grew up in the hill country of Harper, Texas. He earned his bachelor's and master's degrees in range science from Texas A&M.

He taught agriculture at Murray State College in Tishomingo, Okla., after completing his master's degree in 1985. Eventually he chaired the department until he joined the Noble Foundation as a pasture and range consultant in 1993.

Brackett is a fifth-generation cow-calf producer from Filer, Idaho. He graduated from Texas A&M with a degree in agriculture economics.

Brackett is a past president of the Idaho Cattlemen's Association and continues to serve on a number of other livestock committees and boards.

The Beef Board also elected members to serve on the Executive Committee and the Beef Promotion Operating Committee.

CBB Executive Committee. The 12-member CBB Executive Committee includes the Board's three officers and eight members elected at large. Elected to serve at large were

- ▶ Amelia Kent of Louisiana,
- ▶ Bill King of New Mexico,
- ▶ Paul Moss of Tennessee,
- ▶ Don Smith of Texas,
- ▶ Jana Malot of Pennsylvania,
- ▶ Jack Parent of Vermont,
- ▶ Irv Petsch of Wyoming and
- ▶ Rob Von Der Lieth of California.

Coffey will serve as chairman of the Executive Committee. Brett Morris of Oklahoma will serve as an advisor to the committee.

The Executive Committee operates under the direction of, and within the policies established by, the full board and is responsible for carrying out CBB policies and conducting business and making decisions necessary to administer the terms and provisions of the Act and Order between meetings of the full board.

The Beef Promotion Operating Committee was created by the *Beef Promotion Research Act* to help

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coordinate state and national beef checkoff programs. The 20-person committee includes 10 members of the CBB, among them the Board's three officers and seven other members elected at large by CBB members. The other 10 members are appointed from the Federation of State Beef Councils.

CBB members elected to the Beef Promotion Operating Committee during the annual meeting in Phoenix include:

- Michael Smith of California,
- Robert Mitchell of Wisconsin,
- Hugh Sanburg of Colorado,
- Tammy Basel of South Dakota,
- Janna Stubbs of Texas,
- Ken Blight of Michigan and
- Rich Brown of New York.

For more information about your beef checkoff investment, visit MyBeefCheckoff.com.

Arizona ranch wins national ESAP award

The National Cattlemen's Beef Association announced the Jim O'Haco Cattle Co. of Winslow, Ariz., as the winner of the 2017 Environmental Stewardship Award Program (ESAP). The award was presented at the 2018 Cattle Industry Convention & NCBA Trade Show in Phoenix, Ariz.

Established in 1898, Jim O'Haco Cattle Co. is owned by Jim and Jeanne O'Haco and encompasses about 60,000 acres in eastern Arizona. The precedent for environmental stewardship was set long ago when O'Haco's grandfather first came to the country from the Basque Pyrenees in Europe.

Two generations later, O'Haco has spent his lifetime continuing the legacy and implementing land-management programs to restore grazing land and improve water infrastructure on his family's operation.

A notable property improvement was the installation of the High Point Well. Initiated over a period of 10 years, the well features 42 miles of buried pipeline, supplying water to 60,000 acres of land. The increased water access has benefited grazing conditions and has restored habitat and increased wildlife populations throughout the ranch.

Water improvements were coupled with efforts to manage invasive juniper and other brush. Much of this progress has been supported through partnerships with state and federal agencies, including the Arizona Game & Fish Department, and the United States Forest Service, as well as local conservation groups.

Commenting on his family's on-going stewardship efforts, Jim O'Haco said, "Two things in life that I've always wanted to do, and I think I have mostly accomplished them — have quality cattle and help the environment. The job's not done; we

can always improve. We learn from our past and keep on improving."

Each year, six families are recognized with regional Environmental Stewardship awards, with one being honored as the national winner. Established in 1991, the award identifies outstanding land stewards in the cattle industry. The

program is generously sponsored by companies and federal agencies who share the industry's commitment to caring for the environment and protecting natural resources. The four sponsors — Dow AgroSciences, the U.S. Department of Agriculture Natural Resources Conservation Service,

McDonald's and the U.S. Fish and Wildlife Service — partner with the National Cattlemen's Foundation in an effort to promote environmental stewardship throughout the beef supply chain.



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