

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present tools available, upcoming educational opportunities and new dietary guidelines.

New tool for custom biosecurity plan

In support of cattle producers across the country dedicated to preventing disease, improving animal welfare and reducing production losses, the Beef Checkoff-funded Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template. The template, which helps cattle producers implement daily biosecurity measures on their operations, is available digitally as a PDF or can be printed for handwritten plans.

The template was designed to be customizable, giving producers flexibility in determining management practices that work best for their cattle operation and covers everything from animal movement to worker training. The goal of this introductory and stepwise program is to provide beef farmers and ranchers across the country with the information needed to implement biosecurity plans. In addition to providing basic information, the tool emphasizes why biosecurity is vital on cattle operations and provides an opportunity for producers to have conversations with their veterinarians, extension agents and state BQA coordinators about biosecurity preparedness.

The Daily Biosecurity Plan for Disease Prevention template was

created in collaboration with the USDA and its Secure Beef Supply plan. By intersecting these resources, producers with biosecurity steps already in place for day-to-day operations are able to easily move to an enhanced biosecurity plan to prepare for a potential foreign animal disease outbreak.

Source: Beef Checkoff

MBA NextGen

The Masters of Beef Advocacy (MBA) program managed by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, launched updated advocacy training modules — MBA NextGen, Jan. 13. MBA NextGen updates the MBA training modules, making it easier for a new generation of farmers and ranchers to share their story and advocate knowledgeably for the beef industry. Updated information and resources to help answer consumer questions are all accessible online.

MBA NextGen continues to be a free, self-guided online course that provides farmers, ranchers, service providers, students, consumers and all members of the industry the tools and resources to become a beef advocate and answer tough questions about beef and raising cattle.

MBA NextGen consists of five self-guided online lessons, open to everyone, and at no cost to participate:

- Lesson 1: The Beef Community — Context of raising beef from pasture to plate, focusing on the community of people involved throughout the beef life cycle.
- Lesson 2: Raising Cattle on Grass — An introduction to the first step in the beef life cycle and the many benefits of raising cattle on our country's vast grass pasture resources.
- Lesson 3: Life in the Feedyard — A discussion on the role of feedyards, including animal care, nutrition and environmental stewardship, at this important step in the beef life cycle.
- Lesson 4: From Cattle to Beef — An in-depth look at the slaughter process and the humane handling and safety measures in place at today's beef processing facilities.
- Lesson 5: *Beef. It's What's For Dinner.* — A primer on choosing and cooking the right cuts of beef and the important role of beef in a healthful diet.

The MBA program started in 2009, and to date, there are more than 15,000 graduates. Once the lessons are completed, advocates gain access to a variety of continuing education resources ranging from online courses that delve deeper into specific topics such as beef sustainability and nutrition to in-

person top advocate training, and more. Graduates are also invited to join the Masters of Beef Advocacy Alumni Facebook group, a virtual community for MBA graduates to ask questions and get connected to the latest advocacy resources. To enroll visit www.BeefItsWhatsForDinner.com.

Source: Beef Checkoff

Animal Ag Alliance recordings available

The Animal Agriculture Alliance announced session recordings from the first-ever Virtual Stakeholders Summit, hosted in May 2020, are now publicly available. The 2020 Virtual Summit, themed “Primed & Prepared,” focused on equipping food and agriculture stakeholders with the tools needed to bridge the gap between farm and fork.

Highlights from speakers include:

Alan Levinovitz, Ph.D., associate professor of religion at James Madison University, who discussed how faith in nature’s goodness may lead to harmful fads, unjust laws, and flawed science.

Marissa Hake, veterinarian; and Ryan Valk, Tara Vander Dussen, and Michelle Miller, farmers, who talked about being on the front lines of consumer engagement and how the industry can better help farmers promoting agriculture online.

Candace Cronney, with Purdue University, who discussed how to rethink the way we address animal welfare in consumer conversations.

Nicole Rodriguez, Cara Harbstreet, and Allison Webster, registered dietitians, who shared how animal agriculture can stake its claim on the plant-based plate.

Sara Place, with Elanco Animal Health, who pondered, “What’s the beef?” with sustainability and plant-based alternatives.

Session recordings from the 2020 Virtual Summit are available on the Animal Agriculture Alliance YouTube channel. To read a condensed overview of insights shared at the event, check out the highlights report at animalagalliance.org/resource/2020-stakeholders-summit-highlights-report.

Source: Animal Ag Alliance

Dietary guidelines

Dietary Guidelines for Americans, 2020-2025 was jointly published by the USDA and Health and Human Services (HHS) Dec. 29. The guidelines, published every five years, provide science-based recommendations designed to foster healthy dietary patterns for Americans of all ages — from birth through older adults. This edition expands the guidance, for the first time including recommended healthy dietary patterns for infants and toddlers.

Dietary Guidelines for Americans

is the nation’s trusted resource for evidence-based nutrition guidance. The guidelines are designed for use by healthcare professionals and policy makers for outreach to the general public, and provide the nutritional foundation for federal nutrition programs. The dietary guidelines should not be considered clinical guidelines for the treatment of disease.

The new guidelines build on the previous editions and were informed by the scientific report developed by the Dietary Guidelines Advisory Committee, along with comments from the public and input from federal agencies.

The release provides the public with the most up-to-date evidence on dietary behaviors that promote health and may help prevent chronic disease. The four overarching guidelines encourage Americans to “Make Every Bite Count” by:

Continued on page 88

Rock'n D Ranch | **2021 Bull Session**
WITH DYNAMITE FARMS | **Saturday, March 13, 2021**

at the Ranch in Junction City
www.rocknd-ranch.net

Grandsons of


- Baldrige Command C036 #18219911
- Crouthamel Protocol 3022 #17570263

Sons of

- Connealy Legendary 644L #18534952
- Deer Valley Unique 5635 #18429656
- SS Niagara Z29 #17287387
- Mogck Entice #18952921
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PERFORMANCE BULL + BREED
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03.01.2021
COON RAPIDS, IA

KM ENDEAVOR 092




CED	BW	WW	YW	SM	SB	SC
6	2.3	85	154	76	188	320

KM MATERNAL DELUXE 9127




CED	BW	WW	YW	SM	SB	SC
5	1.9	87	149	95	166	310

KM PRINCESS 026



#3 HH FEMALE
IN BREED



CED	BW	WW	YW	SM	SB	SC
5	2.6	113	188	77	182	313

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- Following a healthy dietary pattern at every life stage.
- Customizing and enjoying nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions and budgetary considerations.
- Focusing on meeting food group needs with nutrient-dense foods and beverages from five food groups — vegetables, fruits, grains, dairy and fortified soy alternatives, and proteins — and staying within calorie limits.
- Limiting foods and beverages higher in added sugars, saturated fat, and sodium, and limiting alcoholic beverages.

For consumers, USDA's MyPlate translates and packages these principles of dietary guidance for Americans in a way that is handy and accessible. To share these messages broadly, USDA offers the Start Simple with MyPlate campaign and a new MyPlate website to help individuals, families, and communities make healthy food choices that are easy, accessible and affordable, in addition to helping prevent chronic disease. For more information visit www.myplate.gov.

Source: USDA

NCBA to host Winter Reboot

NCBA is hosting a two-day virtual event for cattlemen and women across the country to come together for industry news, updates, education and networking. The 2021 Cattle Industry Convention Winter Reboot, scheduled for Feb. 23-24, serves as a kickoff event for the Cattle Industry Convention & NCBA Trade Show set for Aug. 10-12 in Nashville, Tenn., at the Gaylord Opryland Resort and Convention Center.

Winter Reboot attendees will receive a sneak peek into plans for the Cattle Industry Convention and the Cattlemen's College. Visit <https://convention.ncba.org/winter-reboot> to register.

Source: NCBA

USDA Ag Outlook Forum

The USDA will host the 97th annual Agricultural Outlook Forum virtually on Feb. 18-19, 2021.

The 2021 Forum, themed "Building on Innovation: A Pathway to Resilience," will focus on the central role science and innovation have played in helping the agricultural sector overcome challenges and build resilience during the COVID-19 pandemic.

The Forum's program will begin with a presentation by USDA's new chief economist, Seth Meyer, on the Department's outlook for U.S. commodity markets and trade for 2021 and the U.S. farm income situation.

In addition, the program will cover five key areas: Supply Chain Resilience; Commodity Market Outlooks Food Price and Farm Income Outlooks; U.S. Trade and the Global Market Place; Managing Risk and Ensuring Sustainability; and Innovation, Technology and Productivity.

Registration for the Forum is free but required to attend the Forum sessions. To register, visit the www.usda.gov/oce/ag-outlook-forum.

Source: USDA

AJ

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THESE ELITE DONORS
AND MANY MORE

MONTANA *Blackbird* 7250



PINE VIEW *Xpand* E2922



PV/DE-SU *Rita* E158



DE-SU ANGUS

NO WEAK LINKS

Angus Sale

- > LARGE SETS OF FULL BROTHERS
- > AVERAGE \$C 296 ON BULLS SELLING
- > ONE OF THE LARGEST ET PROGRAMS
IN THE ANGUS BREED

BULLS LOCATED IN NEW ALBIN, IOWA
SALE HELD AT DECORAH SALES COMMISSION

February 27, 2021

DARIN MEYER: 563-419-4736 / DUSTIN MEYER: 563-419-4737 / TROY KING: 507-458-3741 / KATE ROOT: 320-293-1920
ADAM CONOVER, AMERICAN ANGUS ASSOCIATION: 816-676-8560 / JOEL JUDGE (REPRESENTATIVE): 805-234-7191

43RD *Annual* PRODUCTION *Sale*

MONDAY | MARCH 1
1:00 PM | AT THE FARM
BRENTFORD | SOUTH DAKOTA
SELLING 60 BULLS | 40 HEIFERS
PLUS 1 PROVEN DONOR



Styles **Revelation A86**
 AAA #19918030
 Sire: V A R Revelation 6299

CED	BW	WW	YW	Milk	Marb	REA	\$C
+7.0	+2.8	+88	+149	+24	+65	+1.33	+294



Styles **1776**
 AAA #19921043
 Sire: S A V America 8018

CED	BW	WW	YW	Milk	Marb	REA	\$C
-1.0	+4.5	+79	+138	+21	+27	+76	+210



Donor **S A V Emblynette 2201**
 AAA #17249324
 Sire: S A V Potential 0205

CED	BW	WW	YW	Milk	Marb	REA	\$C
+7.0	+0.3	+41	+78	+30	+44	+70	+199



Styles **Southern Charm A64**
 AAA #19918023
 Sire: BUBS Southern Charm AA31

CED	BW	WW	YW	Milk	Marb	REA	\$C
+7.0	+3.0	+74	+124	+21	+86	+72	+263



Styles **Maverick A68**
 AAA #19925743
 Sire: Poss Maverick

CED	BW	WW	YW	Milk	Marb	REA	\$C
+0.0	+4.2	+84	+146	+23	+56	+94	+293



Styles **Queen A030**
 AAA #19795707
 Sire: Colburn Primo 5153

CED	BW	WW	YW	Milk	Marb	REA	\$C
+9.0	+1.7	+69	+111	+15	+44	+16	+178

Styles ANGUS

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VARILEK ANGUS

69th Annual Angus Bull Sale

Saturday • February 20, 2021 • 1 pm (CST)

Sale at the ranch • 7 miles south of Geddes, SD

Selling 185 Registered Angus Bulls

- 115 Yearling Bulls (January) • 60 Two-Year-Old Bulls (February)
- 10 Comings 2s (Fall) • 15 Bred Heifers • 7 Open Heifers



Varilek Weigh Up 0196 1081
19827003 • 1/28/20

BW	WW	YW	Milk	Marb	RE
+2.5	+92	+161	+14	+17	+56



Varilek Geddes 0024 01
19826959 • 1/6/20

BW	WW	YW	Milk	Marb	RE
+4	+77	+137	+28	+91	+35



Varilek Enhance 0060 21
19828697 • 1/10/20

BW	WW	YW	Milk	Marb	RE
+3.1	+86	+146	+14	+76	+61



Varilek Bottoms Up 0064 49
19826971 • 1/11/20

BW	WW	YW	Milk	Marb	RE
+2.4	+81	+146	+34	+86	+89



Varilek 38 Special 0038 32
19828682 • 1/8/20

BW	WW	YW	Milk	Marb	RE
+2.6	+89	+155	+29	+1.05	+70



Varilek Geddes 9419 81
19873702 • 8/4/19

BW	WW	YW	Milk	Marb	RE
+8	+81	+138	+32	+97	+39

VARILEK ANGUS



Mick & Lynn • 605-337-2261

Ross & Kelly • 605-337-9896
Ross Cell • 605-680-1580

29208 374th Avenue • Geddes, SD 57342
www.varilekangus.com

EPDs as of 12/1/20

47TH Annual

ON BUSHES on Performance Sale

Saturday • 1 pm

February 27, 2021

At the farm • 5 miles west and 1 mile north of Britton, SD

Selling:

55 Bulls
20 Open Heifers
5 Bred Females

Sires Represented:

Bushs Wing Man 201
Bushs High Caliber 674
Jacs Rare Find 6503
RB Absolute Advantage
BUBS Southern Charm AA31
SydGen Enhance
LD Capitalist 316
May-Way Offroad 719
EXAR Monumentl 6056B
SAV International 2020

Featuring:

- Two SAV International full sibs out of the great donor, Bushs Maternal Line 486. They averaged 896 lbs. at weaning.
- Two SydGen Enhance sons both out of Panther CR Incredible 6704 dams. Both with BW of 84 lbs. and WR of 108 and 109.
- One LD Capitalist 316 son also out of an incredible sired dam. His BW was 71 lbs. with a WW of 837 lbs. ratio 112.
- Three of the best Southern Charm sons we have had to date. Their Weaning ratios were all more than 110.



Bushs Deep Roots 604

DOB 1/14/20 • BWT 84 • WWT 821 • Ratio 109
BW +2.2 • WW +83 (top2%) • YW +155 (top1%) Milk +29
Top 2% of the breed for \$C
Sire: SydGen Enhance • MGS: Panther CR Incredible 6704
First calf heifer out of an Identity bred dam.



Bushs Hall Pass 852

DOB 1/24/20 • BWT 77 • WWT 809 • Ratio 108
BW +3.4 • WW +75 • YW +127 • Milk +29
Sire: Bushs Wing Man 201 • MGS: 4M Element 405
First calf heifer, grandam records WR 10@104 • YR 8@108



Bushs Cruise Control 650

DOB 01/20/20 • BWT 71 • WWT 837 • Ratio 112
BW +2.2 • WW +94 (top1%) • YW +167 (top1%) • Milk +31
Top 10% of the breed for \$B and \$C
Sire: LD Capitalist 316 • MGS: Panther CR Incredible 6704
First calf heifer, grandam records a BR 5@95, WR 5@105, YR 2@107



Bushs Monumental Era 875

DOB 1/15/20 • BWT 66 • WWT 750 • Ratio 100
BW +.6 • WW +84 (top2%) • YW +149 (top2%) • Milk +29
Sire: EXAR Monumental 6056B • MGS: Panther CR Incredible 6704
First calf heifer, grandam records a BR 5@98, WR 5@104, YR 5@101

Bush Angus

Performance is our product

41785 109TH St • Britton, SD 57430
Scott • 605-470-0555 • Jim • 605-470-0605
Office: 605-448-5401
jim@bush@venturecomm.net
www.bushangus.com

Free delivery - 300 miles • Contact us for a sale book.

Photos and more information will be on our website: www.bushangus.com

EPDs as of 1/4/21





32nd Annual Bull Sale

WED, MARCH 3, 2021

1:00 pm • At the Farm, Madison, SD

22843 452ND AVE • MADISON, SD 57042

Videos available on



Selling 85 Yearling Angus Bulls

All Bulls will be run through the sale ring.



BRUNS HIGH POINT 039

AAA 19908419 | HIGH POINT X SITZ INVESTMENT
BW +1.2 | WW +85 | YW +146 | MILK +29



BRUNS HIGH POINT 030

AAA 19908427 | HIGH POINT X PAYWEIGHT 1682
BW +0.6 | WW +77 | YW +134 | MILK +28



BRUNS HIGH POINT 007

AAA 19908397 | HIGH POINT X PAYWEIGHT 1682
BW -1.1 | WW +72 | YW +124 | MILK +27



BRUNS HIGH POINT 034

AAA 19908402 | HIGH POINT X BRUNS TOP CUT
BW -0.3 | WW +77 | YW +137 | MILK +27



BRUNS GENERAL 076

AAA 19920404 | MOHNEN GENERAL X SIERRA CUT
BW +2.4 | WW +75 | YW +128 | MILK +26



BRUNS GENERAL 067

AAA 19920415 | MOHNEN GENERAL X SITZ UPWARD
BW +4.0 | WW +68 | YW +119 | MILK +28

2021 Sires: JK HIGH POINT 745 | MOHNEN GENERAL | MUSGRAVE STUNNER | CASINO BOMBER
MOHNEN SUCCESS | POSS MAVERICK | PAYWEIGHT 1682 | SYDGEN FATE 6637

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Don Bruns
605-480-0173

Auctioneer: Seth Weishaar
Consultants: Vern Frey & Gary Bruns

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