

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present Beef Checkoff news, CRP signup and Angus breeder market research.

BQA from pasture to plate

A series of videos developed and released through a new partnership between the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, and Chef's Roll, Inc., reached more than 1.3 million viewers in its initial launch. The videos highlight the importance of the Beef Quality Assurance (BQA) program for the ranchers who raise the cattle, and the chefs who serve high-quality beef to their customers.

Chef's Roll is a global network of chefs and hospitality professionals that promotes its work through programs and original content like these videos. The five videos made in partnership with the Beef. It's What's For Dinner. brand feature the pasture-to-plate relationship between ranchers and chefs across the country.

Each video follows a chef as they visit a local cattle operation to learn about how BQA practices are used to sustainably and responsibly raise high-quality beef. The beef farmer or rancher then visits the chef's kitchen to gain an understanding of how beef is prepared and featured on the chef's menu. The experience is rounded out with a shared beef meal.

The videos showcase five unique production and restaurant styles with the following rancher-chef relationships:

- Arizona Ranch Manager Dean Fish discusses environmental stewardship and proper cattle handling techniques, and Executive Chef Ryan Clark of Casino Del Sol presents the Cowboy Ribeye.
- Oklahoma Feedyard Manager Tom Fanning shows how the fourth-generation cattle feedyard is dedicated to quality control, and Executive Chef Kathryn Mathis of Back Door Barbecue presents her contest-winning smoked pastrami sandwich.
- Georgia Cow-Calf Farmer Kristy Arnold talks about being a third-generation owner of her farm, and Executive Chef Mark Keiser of Oak Steakhouse cooks a succulent, braised boneless beef short rib.
- Idaho Rancher Kim Brackett explains prioritizing animal welfare is the right and only way to ensure quality beef, and Executive Chef Shawn Smith of Coyne's Restaurant shares his "Butler Steak Risotto" with flat-iron steak.
- California Rancher Jamie Mickelson speaks about the importance of cattle quality of life, and Chef Bob Simontacchi of Gravenstein Grill makes his Pimento Cheeseburger with aged, white cheddar.

Released late last year, the videos garnered 658,790 views to-date.

The videos can be viewed at www.beefitswhatsfordinner.com/raising-beef/bqa-and-chefs.

Source: Beef Checkoff

CBB Elects New Officers

Cattle producers Hugh Sanburg, Eckert, Colo.; Norman Voyles, Jr., Martinsville, Ind.; and Jimmy Taylor, Cheyenne, Okla., are the new leaders of the Cattlemen's Beef Promotion & Research Board (CBB). This officer team is responsible for guiding the national Beef Checkoff throughout 2021. Sanburg, Voyles and Taylor were elected by their fellow Beef Board members during their 2021 winter meetings, hosted virtually this year.

Sanburg, the 2020 vice chair, will now serve as the CBB's chair; while Voyles will transition from his role as the 2020 secretary-treasurer to become the 2021 vice chair. Taylor is the newest member of the officer team, taking on Voyles's former responsibilities as secretary-treasurer.

Source: Beef Checkoff

Western drought causes regional hay issues

Recent USDA reports provide a picture of the hay situation across the United States. Dec. 1 hay stocks were down a scant 0.6% year over year for the entire United States.

Among the top 10 states for hay stocks, Texas was up 14.3% year over year along with Kentucky up 27.5% and Tennessee up 1.0% compared to the previous year.

Nebraska had an equal level of hay stocks on Dec. 1. The other six states had year-over-year reductions in end-of-year hay stocks. Missouri was down 13.0%; North Dakota down 11.9%; South Dakota down 7.2%; Montana down 5.9%; Kansas down 5.7%; and Oklahoma down 2.4%.

Source: Oklahoma State University Extension

CRP general signup extended

The USDA is extending the Conservation Reserve Program (CRP) general signup period, which had previously been announced as ending on Feb. 12, 2021.

USDA will continue to accept offers as it takes this opportunity for the incoming administration to evaluate ways to increase enrollment. Under the previous administration, incentives and rental payment rates were reduced resulting in an enrollment shortfall of more than 4 million acres.

The program, administered by USDA's Farm Service Agency (FSA), provides annual rental payments for 10 to 15 years for land devoted to conservation purposes, as well as other types of payments.

This signup for CRP gives producers an opportunity to enroll land for the first time or reenroll land under existing contracts expiring Sept. 30, 2021.

All interested producers are encouraged to contact their local USDA Service Center for more information.

Before the General CRP signup period ends, producers will have the

opportunity to adjust or resubmit their offers to take advantage of planned improvements to the program.

Source: USDA

Bohn elected NCBA president

The National Cattlemen's Beef Association (NCBA) concluded its virtual Winter Business Meeting Feb. 4, with the election of Jerry Bohn, a cattle producer from Wichita, Kan., as NCBA president.

Bohn, a retired lieutenant colonel in the U.S. Army Reserves, has been a part of the cattle industry his entire life. Bohn has had an expansive career in the cattle industry since his early days of custom grazing cattle with his family in the Flint Hills to his time on Kansas State University's award-winning livestock judging team, and eventually serving 34 years as the manager of Pratt Feeders, a commercial cattle feeding operation in his home state of Kansas.

He has also dedicated his time as a leader for several state-level associations, using his expertise and experiences to mentor the next generation of industry advocates.

Bohn's term as president along with a new officer team was approved by NCBA's board of directors. Don Schiefelbein of Minnesota was named president-elect, Todd Wilkinson of South Dakota was elected vice president. Wyoming rancher Mark Eisele was elected chair of the NCBA Policy Division. Nebraska cattle producer Buck Wehrbein was elected policy vice chair. Clay Burtrum of Oklahoma and Brad Hastings of Texas were elected as chair and vice chair of the NCBA Federation Division, respectively.


Source: NCBA

Angus breeders balance digital and print media consumption

Angus breeders are increasing their use of social media, but print still dominates according to the 2020 Angus Breeder Market Research survey conducted by the *Angus Journal* and Angus Media.

When asked about methods in which Angus breeders preferred to receive news and information, digital use is on the rise with 38% utilizing e-newsletters, 25% preferring to use website news and 22% preferring social media channels. Print, however, still leads this category with 92% of Angus breeders using print media to stay informed alongside digital platforms.

Within the social media category, individuals who used social media preferred Facebook (53%), followed by Instagram (20%) and LinkedIn (13%). However, 39% of Angus breeders are not currently utilizing social media platforms.

To read the entire Angus Breeder Research Summary, visit www.angusjournal.com/salebooks/AJresearch/#page/1. 

Source: Angus Media