



The Angus display at the NCA Convention featured the Certified Angus Beef booth which typically is a fixture at meat industry events.



CAB's "Mick" Colvin and Tom Drake. Drake represents the American Angus Assn. board of directors and the breed's interest at NCA.



Henry Bergfeld, Summitville, Ohio, attended

Progress and support basic to NCA's "Vital Circle"

Don Butler, the 1986 president of the National Cattlemen's Assn., opened the organization's annual convention on a note of teamwork. He cited the American Meat Institute, American National CattleWomen, Beef Industry Council of the Meat Board, and the U.S. Meat Export Federation as useful and essential partners in NCA's effort to win more attention toward beef issues. This year's convention theme was "The Vital Circle," and Butler concluded his presidency by calling for more unity and communication across the many currents of beef industry thought and activity.

He urged cattlemen build their state and national associations so Washington will hear a strong national voice from the country's cattle industries. Production costs, markets, and the industry's public image were specifically noted in Butler's address.

"The check-off will help," Butler said, "but we must remember it's strictly a product promotion program. . . . It does not deal with industry and public issues that relate specifically to beef cattle producers. We in the cattle industry need a national advocate, a national Cattlemen's Assn., if our interests are to be protected and advanced."

Questions raised by Butler: Will we benefit in terms of price from the smaller cattle herd? Will we have a marketing and pricing system that rewards us properly? Will we get costs low enough to really benefit from the prospective market strength?

He pointed out the NCA must continue to seek public awareness of the comparative merits of beef and chicken as the Beef Promotion and Research Act is prohibited from doing so. He asked his audience who

will defend beef producers when dairy interests lobby for a new supply management program: when trade negotiators compromise on trading laws: when trade negotiations with Japan resume; when government diet advice is issued; when there's need for political action committees or non-profit foundations to fund beef research; when suits need filing or tax laws need be commented upon; when beef safety concerns or claims are raised; when beef grading, inspection, and labeling details must be addressed. Butler asked his audience finally, "Who will provide you with the business information you need to cope with changes in your business?" citing the NCA's publications and conferences at the members' disposal.

Among the educational opportunities presented at the convention was a panel devoted to "Getting Control of the Commodity," moderated by Fred Knop, editor of *The Drovers Journal*. Participating were Roy Wallace, Select Sires Inc.; Lanny Binger, Excel Corporation; and Russell Cross, Texas A&M University.

In his charge to the panel members, Knop sketched the current producer-packer relationship.

"Retailers and packers trimmed at least 50 million pounds of fat off your product before they showed it to the consumer," said Knop. "That figure could be conservative."

"On top of this, retailers and packers invested their own money in product development," he continued, citing the efforts directed toward precooking and case-ready retail cuts. "(P)ackers have been able to 'cherry pick' enough carcasses to fill their needs. But it doesn't have to go far before

demand will exceed supply. The consistent supply of cattle meeting tight specifications for trimness, marbling, tenderness, carcass size just isn't there.

"The only meaningful response to the National Consumer Beef study to date has come from the processing and distribution areas. You in the production end of the industry have no choice—you must respond, and soon."

Jo Ann Smith, chairman of the Beef Promotion and Research Board reported the check-off collections are running ahead of predictions with approximately \$3.5 million collected each month. Beef Industry Council Promotion Committee Chairman Bob Rebholtz described the advertising strategy as aiming toward the 25- to 54-years adult age group with a high education level and greater-than-average income. Healthfulness is stressed, said Rebholtz.

Until a General Accounting Office study is completed next November, the NCA membership voted to suspend any action or recommendation toward the futures trading issue. This highly divisive subject received the most debate during the convention. A task force comprised of feeders and cow-calf producers has been assembled and instructed to investigate the means of improving understanding between the industry and the Chicago Mercantile Exchange. It was resolved that the NCA Executive Committee be responsible for recommending suspension, elimination, or appropriate corrections of futures trading on cattle if either the CME fails to negotiate in good faith or the GAO fails to meet its November, 1987, deadline.

For its part in the controversy, the GAO

Photos by Cheryl Johnson, Production Manager



American Angus Assn. president Joe Neely, second from left, is flanked by farm radio commentators Gene Williams of station KFEQ, St. Joseph, Mo.; and Jack Crowner, the Farm Service Network, Louisville, Ky. Dick Spader, Association executive vice president, awaits his turn.



Media and television specialist from Washington D.C., Susan Peterson, demonstrated how industry representatives could be more effective in dealing with the media and public speaking. She urged members to communicate the facts of beef containing no more cholesterol than de-skinned chicken; that beef's saturated fat content is comparable to chicken; that beef contains more monounsaturated and poly unsaturated fat than saturated fat. Peterson had been a national television correspondent prior to organizing her consulting business.



Jack Dahl, Gackle, N. D., assumes the presidency of the NCA for 1987. He's been active in animal health issues on both the state and national level. Dahl was president of the North Dakota Stockmen's Assn. and president of the state's Beef Cattle Improvement Assn.

"The headlines read: 'Beef is back' Beef is making a comeback!" Now, that's momentum! We must work even more closely with our affiliates and national associates. We had to cut that (NCA) budget by nearly \$1 million because there won't be enough money. We simply need more members.

"Back in 1899, John W. Springer, a Texan and first president of the National Live Stock Assn. said: 'I trust we will make progress in the coming year. We want justice—we want equity. We want to treat everybody fairly and court the friendship of all.' That was said in 1899."

initial report states: "It is interesting to note that some of the reasons given for establishing the cattle futures markets in the first place (1964) are the same reasons now being used by some to suggest that the markets be eliminated. For example, volatile prices and narrow profit margins were conditions that cattle futures were supposed to help alleviate in the 1960s and 1970s. These same conditions exist today."

Led largely by western cow-calf producers, membership sentiment indicated any thing less than an anti-futures stance by NCA would produce losses in membership. Montana's Pat Goggins urged the NCA to address the issue immediately as the possibility of splitting the organization hovered over its future.

Proponents argued delisting would be poorly timed if undertaken before the GAO study and might prevent the associa-



Co-chairman of NCA's Planning/Implementation Committee Glen Klippenstein, Maysville, Mo. Other committee chairs or co-chairs with Angus ties include Martin Jorgensen, Ideal, S.D., vice-chairman of the Research & Education Committee;

Wythe Willey, Baldwin, Iowa, vice-chairman of the Tax Committee; and Richard Tokach, St. Anthony, N. D., chairman of the Purebred Council, a subcommittee of the NCA Executive Committee.

tion from working toward a modification of the contracts or procedures if outside the investigation process.



Oregon woman will lead ANCW in 1987

Gerda Hyde, Chiloquin, Ore., will provide leadership to the 10,000-member American National CattleWomen this year. She's educated in agricultural economics at Berkeley and the University of California at Davis.

Gerda and author/naturalist husband Dayton O. "Hawk" Hyde operate the Yamsi Ranch in the remote mountains of southern Oregon. They have five children.

Mrs. Hyde was Oregon's Cowbelle president in 1981 and has served on ANCW committees as beef gift chairman, budget chairman, and director of regional coordinators. She completed a term on the executive committee before going on to become vice president, president elect, and president. She's been an active Cowbelle/CattleWoman since the Klamath County Cowbelles organized in 1955.

A little about your company . . .

Your industry—agriculture—is the nation's largest. Its assets total approximately \$1 trillion. Agricultural assets equal about 70 percent of the capital assets of all manufacturing corporations in the United States.

Beef cattle form the largest segment of American agriculture. Annual sales of cattle and calves in 1985 totaled \$28.7 billion, 75 percent of total U.S. cash receipts from marketings of meat animals. Approximately 1.3 million full- and part-time beef cattle operators exist across the country.

For every job on the farm, there are six jobs related to farm supply and processing business. Every dollar of cattle sales directly generates between \$5-6 of business activity in farm supply and food enterprises. One of every five jobs in private enterprise is related to agriculture and agribusiness.

The cattle trade is not a margin-added business, but is governed by supply and demand at time of sale.

Farm output per man-hour has increased almost twice as fast as manufacturing.

Eighty percent of feed consumed by beef cattle in the United States comes from roughages and by-products inedible by man. Not food grain, but feed grain is fed to cattle. In addition, there are 1 billion acres of grazing land, or 45 percent of the land area in the United States classified as grazing or range land available for little else but highly utilized by beef cattle.