

From the Feedyard to Capitol Hill

Kentucky Angus breeder got an in-depth look at every segment of the beef industry participating in the Young Cattlemen's Conference.

by Karen Hiltbrand, American Angus Association

An increasingly curious population makes it as important as ever for beef producers to be known as experts in their respective field. Becoming an expert often requires being surrounded by skilled professionals. For 10 days 60 cattlemen and cattlemen from across the country gathered in Denver, Colo., May 29 – June 7, for the 2019 Young Cattlemen's Conference (YCC) hosted by the National Cattlemen's Beef Association (NCBA). YCC participants aim not only to learn from professionals in the beef industry, but also from each other.

This year the Angus Foundation

selected Henry Smith of Russell Springs, Ky., to represent the Angus breed at YCC. The NCBA YCC program is an opportunity for young producers to gain understanding of the beef industry from pasture to plate, and to showcase the industry's involvement in policy making, issues management, research, education and marketing. The event is sponsored by Farm Credit, Corteva Agriscience, Five Rivers Cattle Feeding, Elanco, John Deere, Tyson and NCBA.

Smith inherited his passion for the Angus breed and community while working alongside his father

and grandfather. After attending Somerset Community College and graduating from Western Kentucky University with a degree in agricultural education, Smith continued to give back to the industry he grew up in. He now operates Smithland Angus Farm, a 300-head Angus and 30-head commercial cattle operation.

"Being involved in this program enabled me to be a more effective leader, which will allow me to share what I have learned with other producers on a local, regional, state and national level," Smith says. "I believe by sharing the good news of what Angus breeders and Angus cattle have accomplished — we will continue to have a huge impact on the NCBA."

Equipped for advocacy

The conference included a three-city tour with a comprehensive overview of the beef industry covering topics ranging from pasture to plate. The first leg of the conference started out in Denver at the NCBA office. While at NCBA participants took part in extensive media training, developmental



YCC equips participants to better advocate on behalf of the beef industry.

PHOTO BY NCBA

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sessions and partook in hands-on demonstrations. Next, the 2019 YCC class visited the largest cattle feeder in the world, Five Rivers Cattle Feeding's Kuner Feedlot, and the JBS Greeley Packing Facility.

In addition to getting a firsthand look at the production side of the industry, the class also got a unique perspective from the retail side of things when they stopped at a nearby Safeway flagship store to learn how beef is being marketed to consumers.

"I was impressed by the lengths taken to ensure the highest level of food safety

and quality control for consumers on the retail side of things," Smith says. "A lot of us are grassroots type producers and seeing the retail side of the industry and the demand for high-quality cuts only encourages me to keep producing the best and the safest beef possible."

The goal of the conference is to dive into every segment of the beef industry to give participants an intimate experience with professionals to better equip them to advocate on behalf of the industry.

"The market for beef is becoming increasingly complex, and it's important that the next generation of leaders has a complete understanding of how changes in the marketplace impact our product," says NCBA President-Elect Marty Smith. "The participants in YCC return to their respective state associations and serve in a wide

variety of leadership roles and many of them rise to the national level, so providing them with the background knowledge they receive during this trip helps prepare them for that future in leadership. It's an important function for NCBA; one we take seriously."

After leaving Denver the class flew to the Windy City to explore numerous corporate retailers including Hillshire Farms and McDonald's global headquarters.

Participants also got to meet with the Chicago Board of Trade and OSI, Inc.

"It made me feel good that so much attention is being paid to address current issues in the

industry," Smith says. "It's amazing what NCBA is doing to get the word out to the consumers."

After spending a few busy days in Chicago, YCC headed to the nation's capital to get a behind-the-scenes look at the work NCBA is doing on behalf of the beef industry. Attendees received an in-depth training from NCBA's lobbyist on how to advocate for the industry. Also while in Washington, D.C., participants met with their respective congressional officers to advocate for the current issues within the industry.


Each year the Angus Foundation selects an Angus producer to attend on behalf of the Association. Nominations for the trip open annually in January and applicants must be between the ages of 25 and 50, as well as an NCBA member. 



PHOTO BY NCBA

The Angus Foundation sponsored Kentucky Angus breeder Henry Smith's experience at the YCC. He plans to share what he has learned with other producers on a local, regional, state and national level.

PRODUCT INFORMATION

NADA #141-450, Approved by FDA

**Banamine®
Transdermal**

(flunixin transdermal solution)

Pour-On for Beef and Dairy Cattle 50 mg/mL

BRIEF SUMMARY: (For full prescribing information, see package insert)**Non-Steroidal Anti-inflammatory Drug**

Only for topical use in beef and dairy cattle. Not for use in beef bulls intended for breeding; dairy bulls; female dairy cattle 20 months of age or older, including dry dairy cows; and suckling beef calves, dairy calves, and veal calves.

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION: Each milliliter of Banamine Transdermal pour-on contains 50 mg flunixin (equivalent to 83 mg flunixin meglumine), 150 mg pyrrolidone, 50 mg L-menthol, 500 mg propylene glycol dicaprylate/dicaprate NF, 0.20 mg FD&C Red No. 40, and glycerol monocaprylate NF qs.

INDICATIONS: Banamine Transdermal pour-on is indicated for the control of pyrexia associated with bovine respiratory disease and the control of pain associated with foot rot in steers, beef heifers, beef cows, beef bulls intended for slaughter, and replacement dairy heifers under 20 months of age.

CONTRAINDICATIONS: NSAIDs inhibit production of prostaglandins which are important in signaling the initiation of parturition. The use of flunixin can delay parturition and prolong labor which may increase the risk of stillbirth. Do not use Banamine Transdermal pour-on within 48 hours of expected parturition. Do not use in animals showing hypersensitivity to flunixin meglumine.

USER SAFETY WARNINGS: Not for use in humans. Keep out of reach of children. Flunixin transdermal solution is a potent non-steroidal anti-inflammatory drug (NSAID), and ingestion may cause gastrointestinal irritation and bleeding, kidney, and central nervous system effects.

This product has been shown to cause severe and potentially irreversible eye damage (conjunctivitis, iritis, and corneal opacity) and irritation to skin in laboratory animals. Users should wear suitable eye protection (face shields, safety glasses, or goggles) to prevent eye contact; and chemical-resistant gloves and appropriate clothing (such as long-sleeve shirt and pants) to prevent skin contact and/or drug absorption. Wash hands after use.

In case of accidental eye contact, flush eyes immediately with water and seek medical attention. If wearing contact lenses, flush eyes immediately with water before removing lenses. **In case of accidental skin contact and/or clothing contamination, wash skin thoroughly with soap and water and launder clothing with detergent. In case of ingestion do not induce vomiting and seek medical attention immediately.** Probable mucosal damage may contraindicate the use of gastric lavage. Provide product label and/or package insert to medical personnel.

RESIDUE WARNINGS: Cattle must not be slaughtered for human consumption within 8 days of the last treatment. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows; use in these cattle may cause drug residues in milk and/or in calves born to these cows or heifers. Not for use in suckling beef calves, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves.

PRECAUTIONS: As a class, cyclo-oxygenase inhibitory NSAIDs may be associated with gastrointestinal, renal, and hepatic toxicity. Sensitivity to drug-associated adverse events varies with the individual patient. Patients at greatest risk for adverse events are those that are dehydrated, on concomitant diuretic therapy, or those with renal, cardiovascular, and/or hepatic dysfunction. Banamine transdermal should be used with caution in animals with suspected pre-existing gastric erosions or ulcerations. Concurrent administration of other NSAIDs, corticosteroids, or potentially nephrotoxic drugs should be avoided or used only with careful monitoring because of the potential increase of adverse events.

NSAIDs are known to have potential effects on both parturition (see Contraindications) and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. NSAIDs are known to have the potential to delay parturition through a tocolytic effect. The use of NSAIDs in the immediate post-partum period may interfere with uterine involution and expulsion of fetal membranes. Cows should be monitored carefully for placental retention and metritis if Banamine Transdermal pour-on is used within 24 hours after parturition.

Not for use in dairy or beef bulls intended for breeding because reproductive safety has not been evaluated.

HOW SUPPLIED: Banamine Transdermal pour-on, is available in 100-mL (NDC 0061-4363-01), 250-mL (NDC 0061-4363-02), and 1-L (NDC 0061-4363-03) bottles.

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