

# BEEF BUSINESS

by Julie Mais, editor

*In this month's "Beef Business," we present news from the Cattle Industry Convention and updates from USDA.*

## Thousands Gather for Cattle Industry Convention

The largest annual beef industry event was hosted Aug. 10-12, in Nashville, where more than 6,000 cattle producers, industry partners and stakeholders gathered for the 2021 Cattle Industry Convention & NCBA Trade Show. The event provides a platform for education, policy development and networking.

"I am pleased that cattlemen and women can come together in person once again," said 2021 National Cattlemen's Beef Association (NCBA) President Jerry Bohn. "Producers from across the country and their families look forward to convention every year, but I think it means even more following the pandemic's disruptions."

Carrie Behlke, winner of the 2021 NCBA National Anthem Contest, opened the convention in patriotic style by singing the "Star-Spangled Banner." The convention kicked off in Music City fashion with country music singer and songwriter Kix Brooks. Brooks, who was recently recognized as the National On-Air Personality of the Year by the Academy of Country Music, talked about his experiences in country music as well as his passion for creating award-winning wines.

Throughout the convention participants gained insights on market trends during the CattleFax Outlook Seminar, heard a "State of

the Industry" update from NCBA, learned about the cattle industry's role in sustainability and wandered through the NCBA Trade Show — the industry's largest, with more than 350 exhibitors on more than seven acres.

Annual meetings of the National Cattlemen's Beef Association, the Cattlemen's Beef Board, American National CattleWomen, CattleFax and National Cattlemen's Foundation also took place. In addition, the National Environmental Stewardship Award winner was honored at a special reception on Tuesday, Aug. 10, and winners of the Beef Quality Assurance awards were recognized on Thursday, Aug. 12.

The final day of convention included two general sessions, one of which offered a panel discussion on sustainability. Sustainability continues to be a hot topic, with environmental stewardship often making the headlines, but economic viability and social responsibility play roles as well. Session speakers discussed how the cattle industry offers solutions to the climate change conversation.

The Closing General Session on Thursday, Aug. 12, featured speaker Jason Brown, a former professional football player who turned in his cleats for a tractor. Brown left the NFL to serve others through farming, and he talked about his life-changing journey from the football field to the

vegetable field.

Additional educational opportunities included the Learning Lounge, which offered classroom sessions on the trade show floor providing busy attendees valuable educational tips. The Stockmanship and Stewardship demonstration arena provided unique educational experiences featuring live animal handling and horsemanship demonstrations.

More from the Cattle Industry Convention will be in future *Angus Journal* issues.

Source: NCBA

## USDA Hosts Roundtable on Food Waste Solutions

The USDA will host a virtual roundtable on Sept. 15 at 11 a.m. EDT titled Exploring Food Waste Solutions: Success Stories from the U.S. and Beyond, to showcase innovative policies and approaches to reducing food waste in the United States, Europe and the United Kingdom.

"Food loss and waste reduction is an international priority — the United Nations has set a goal to cut food waste in half by 2030 as well as reduce food loss earlier in the supply chain," said USDA Food Loss and Waste Liaison Jean Buzby. "The United States also has a national goal to reduce food loss and waste by 2030. It's important to share the work of the people and organizations

who are making this goal a reality in their communities.”

The roundtable will feature public and private leaders in the food waste prevention sector followed by a Q&A session.

Registration is free but required to attend this event. Register online at [www.usda.gov](http://www.usda.gov). The roundtable will be recorded and will be available on the USDA website after the event.

*Source: USDA*

## USDA to Invest \$67 Million to Help Heirs Resolve Land Ownership and Succession Issues

Agriculture Secretary Tom Vilsack July 29 announced during a press conference with U.S. Senator Raphael Warnock, U.S. Congressman Sanford D. Bishop, Jr., and U.S. Congresswoman Cheri Bustos that the USDA is providing \$67 million in competitive loans through the new Heirs' Property Relending Program (HPRP), which aims to help agricultural producers and landowners resolve heirs' land ownership and succession issues. Intermediary lenders — cooperatives, credit unions and nonprofit organizations — can apply for loans up to \$5 million at 1% interest once the Farm Service Agency (FSA) opens the two-month signup window in late August.

After FSA selects lenders, heirs can apply directly to those lenders for loans and assistance. Heirs' property issues have long been a barrier for many producers and landowners to access USDA programs and services, and this relending program provides access to capital to help producers find a resolution to these issues.

Heirs may use the loans to

resolve title issues by financing the purchase or consolidation of property interests and financing costs associated with a succession plan. This may also include costs and fees associated with buying out fractional interests of other heirs in jointly owned property to clear the title, as well as closing costs, appraisals, title searches, surveys, preparing documents, mediation, and legal services.

Heirs may not use loans for any land improvement, development purpose, acquisition or repair of buildings, acquisition of personal property, payment of operating costs, payment of finders' fees, or similar costs.

*Source: USDA*

## Beef Checkoff Visionary Award


Jo Ann Smith of Wacahoota, Fla., was presented with the Cattlemen's Beef Board's first-ever Beef Checkoff Visionary Award during the 2021 Cattle Industry Convention's Opening General Session in Nashville, Tenn. This honor recognizes an individual in the beef industry who has demonstrated exemplary support of and commitment to the Checkoff's goals and vision.

“Jo Ann Smith has been a tireless advocate for the beef industry for decades,” said Hugh Sanburg, 2021 Chair of the Cattlemen's Beef Board (CBB). “When national trends and fad diets tarnished beef's image in the late 1970s and early 1980s, demand fell sharply. That's when Jo Ann and other beef industry stakeholders worked diligently to win approval for a national Beef Checkoff program. Without Jo Ann's efforts,

the beef industry might look very different today.”

More than 40 years ago, as cattle prices were plummeting, a group of cattlemen and ranchers came to Smith, asking how the beef industry could help itself and address flagging consumer demand. The question, “What could we accomplish with a national checkoff?” came up during those discussions.

“As a group, we tried to put together a program that would pass so we would have a checkoff,” Smith said. “That was our ultimate goal. We needed enough money to pull together as an industry and get beef's message out, because new consumers are out there every day — and it's our responsibility to educate them about why they should choose beef.”

In 1986, Smith became the first chair of the newly formed Cattlemen's Beef Board. Thanks to the strong foundation that Smith and others established during those early days, Beef Checkoff programs have diligently communicated beef's great taste, value and nutrition to consumers here in the United States and around the world for 35 years. 

*Source: CBB*