

# BEEF BUSINESS

by Julie Mais, editor

*In this month's "Beef Business," we present beef industry scholarships available, hurricane relief information and research on the economic effect of grey wolves on rangeland.*

## Beef Industry Scholarships Available

The National Cattlemen's Foundation (NCF) is now accepting applications for the 2023-2024 CME Group Beef Industry Scholarship. Ten scholarships of \$1,500 each will be awarded to outstanding students pursuing careers in the beef industry.

Introduced in 1989 and sponsored by CME Group, the scholarship identifies and encourages talented students who play a vital role in the future of food production. Students studying education, communication, production, research or other areas related to the beef industry are eligible to apply for the annual scholarship program.

Eligible applicants must be a graduating high school senior or full-time undergraduate student enrolled at a two- or four-year institution.

The application process includes submitting a one-page letter expressing career goals related to the beef industry, a 750-word essay describing an issue in the beef industry and offering solutions to this problem, and two letters of recommendation. The applicant or a family member must be a member of the National Cattlemen's Beef Association (NCBA).

The application deadline is Nov. 11, 2022, at midnight Central Time. For more information and to apply, visit

*www.nationalcattlemensfoundation.org.* Scholarship winners will be announced during the 2023 Cattle Industry Convention and NCBA Trade Show, Feb. 1-3, 2023, in New Orleans, La.

Source: NCBA

## Hurricane Ian Relief Fund

Many farm and ranch families throughout Florida have suffered unprecedented losses due to Hurricane Ian. As part of its response to the crisis, Florida Farm Bureau has created a fund that will assist Florida farm and ranch families recovering from the storm.

The Hurricane Ian Relief Fund for Agriculture will provide support for the recovery from agricultural-related losses. All donations will be tax deductible. Donors can make checks payable to:

Florida Farm Bureau  
Women's Fund  
Memo: Hurricane Ian Relief  
for Agriculture  
P.O. Box 147030  
Gainesville, FL 32614

For more information, contact [ianfund@ffbf.org](mailto:ianfund@ffbf.org).

Visit Hurricane Ian resources at [www.floridafarmbureau.org/hurricane-ian/](http://www.floridafarmbureau.org/hurricane-ian/) for more information on disaster recovery resources and additional relief funding programs.

Source: Florida Farm Bureau

## 2023 Cattle Industry Convention Registration Open

It's time to "get jazzed" in New Orleans, La., for the 2023 Cattle Industry Convention & NCBA Trade Show. Registration and housing are now open for the annual event, which takes place Feb. 1-3, 2023.

Convention attendees will gain insights on current market trends during the CattleFax Outlook Seminar, hear a "state of the industry" update from NCBA leadership, and recognize Regional Environmental Stewardship Award Program recipients and Beef Quality Assurance (BQA) Award winners. Participants will also enjoy networking opportunities and entertainment, including a special Thursday evening event and a cowboy concert Friday night featuring Neal McCoy and the country music group Midland.

Source: NCBA

## USDA Hurricane Assistance for Farmers, Ranchers and Communities

Agriculture Secretary Tom Vilsack has directed the USDA to aid recovery efforts for farmers, ranchers and residents affected by Hurricane Fiona. USDA staff in offices across the country are ready to respond with a variety of program flexibilities

and other assistance to producers and communities in need.

Hurricane Fiona caused widespread damage along its path, in particular in Puerto Rico, which saw its worst flooding since Hurricane Maria in 2017 and island-wide power outages which continue in many areas.

Livestock and perennial crop producers often have limited risk management options available, but there are several disaster programs for them. Many programs are offered by USDA's Farm Service Agency (FSA), including the Livestock Indemnity Program and the Emergency Assistance for Livestock, Honeybee and Farm-raised Fish Program. These programs reimburse producers for a portion of the value of livestock, poultry and other animals that were killed or severely injured by a natural disaster or loss of feed and grazing acres.

*Source: USDA*

## UC Davis Economist to Measure Cost Of Wolves On Rangeland

Native gray wolves are returning to rugged rangelands throughout the west, raising risk for the millions of cattle who graze there.

In the California counties of Lassen, Plumas and Siskiyou, many ranchers say their cattle are being stalked by wolves and show signs of stress, such as fewer pregnancies and lower birth and weaning weights. That comes with a cost.

California has allotted \$3 million to help ranchers recoup costs and mitigate risks, but a question remains on the indirect economic effects on cattle production. Researchers from the University of California, Davis (UC Davis), received a \$290,000 grant from Western Sustainable

Agriculture Education and Research to work to find an answer.

Economists will measure the influence of wolf presence on cattle performance, grazing behavior and stress levels.

Starting this summer the UC Davis team will track beef cows and calves from six commercial herds in Northern California for three years. Like most cattle in the west, the herds that interact with wolves graze in low elevations during the winter and spring when the grass is green and then move to higher ground in the summer and fall.

Since wolves are active in higher elevations, not lowland pastures, researchers will be able to measure and compare whether the same cows exhibit different behavior when they head to higher elevations and share a landscape with wolves. For further comparison, researchers will also track and study cattle that graze in high elevations without wolves.

*Source: UC Davis*

## CAB Takes Fine Dining to New Heights to Connect with Consumers

With market swings and unpredictable weather, ranching can sometimes feel like an adventure. But rock climbing to a 100-foot high ledge for a fine dining meal with a celebrity? Only Colorado Angus rancher Ty Walter can say he's done that.

Raising the "steaks," as part of the Certified Angus Beef (CAB) Takes You There campaign, Walter participated in the brand inventing the "sport" of extreme dining. Focused on sharing the transformative power of food and idea that different culinary experiences can take consumers on a journey to different destinations, the

campaign elevated the best Angus beef to new heights.

In a cliff-side setting, Walter joined actor, comedian and host Joel McHale to talk cattle production and what makes *Certified Angus Beef*® brand products consistently superior — all while enjoying a four-course meal at an elevation of 8,500 feet.

After a 2-mile hike, the pair rock climbed to a 100-foot high ledge. There, Walter and McHale enjoyed a four-course meal, featuring the CAB brand and CAB Prime products, all cooked by CAB Executive Chef Ashley Breneman from a kitchen in the sky.

"This experience provided a taste of the excitement and adventure that comes with cooking with the Certified Angus Beef brand," says Nicole Erceg, CAB Director of Communications. "We want consumers to find inspiration from this experience, to dare to push the limits on flavors, feel good about the people their beef comes from and explore where Certified Angus Beef can take them."

Designed to garner mainstream media attention and connect with a younger generation of consumers, the project puts the CAB brand and the ranchers who raise it in unexpected media platforms like entertainment news, pop culture publications and food culture information sources.

McHale was tapped to introduce the CAB brand to new audiences, and share how CAB can elevate not just your meal, but life experiences.

*Source: CAB*

**AJ**