

# BEEF BUSINESS

by Julie Mais, editor

*In this month's "Beef Business," we present upcoming industry events, ag literacy resources, new programs to support technology adoption.*

## Registration Open for Cattle Industry Convention

Registration is now open for the 2022 Cattle Industry Convention & NCBA (National Cattlemen's Beef Association) Trade Show, which will be "Gone to Texas" in Houston, Feb. 1-3. The annual event draws thousands of cattlemen and women from across the country for education, entertainment and engagement.

"Everything is bigger in Texas," and that holds true for the 2022 Convention. For the first time, there will be five general sessions packed with timely industry updates, inspirational speakers and important information. Also, the NCBA Trade Show will be the largest ever, encompassing 9.7 acres of exhibitors, displays and educational opportunities, all under one roof.

Source: NCBA

## New Ag Literacy Resource

Fascinating facts about food in America — how and where it is grown and who produces it — are at your fingertips in a new resource produced by the American Farm Bureau Foundation for Agriculture. Order the new *Food and Farm Facts* book, map, pocket guide and related products in the series at [Fb.org/store](https://fb.org/store).

*Food and Farm Facts* helps answer questions, including "Where does our food come from, and who grows it?" The 32-page, full-color book features updated facts and easy-to-read infographics about U.S. agriculture

that can be used in a variety of ways to help increase agricultural literacy.

The book would be a valuable resource in the classroom, at fairs and events, for student leadership organizations, and when creating social media posts.

Source: AFBF

## USDA Opens Registration for the 2022 Agricultural Outlook Forum

Registration is now open for the 98th-annual Agricultural Outlook Forum (AOF), the largest annual meeting and premiere event of the USDA. The two-day event will be hosted virtually Feb. 24-25, 2022.

The 2022 Forum will feature a keynote address by Agriculture Secretary Tom Vilsack, a presentation on the 2022 agricultural economy by USDA's Chief Economist Seth Meyer, a panel of distinguished guest speakers and 30 breakout sessions organized by agencies across USDA and covering a range of timely issues. More than 100 government, industry and academic leaders will share their perspectives on a wide array of topics including commodity and food price outlooks, U.S. and global agricultural trade developments, climate change, innovations in agricultural production, and sustainability.

To register visit [www.usda.gov/oce/ag-outlook-forum](https://www.usda.gov/oce/ag-outlook-forum).

Source: USDA

## Per Capita Meat Consumption Outlook

The Livestock Marketing Information Center (LMIC) forecasts beef, pork and poultry production through 2023. A recent report discussed general trends in meat per capita consumption and provided some outlook discussion for 2022 and 2023.

Beef per capita consumption is expected to trend lower during the next few years. In 2021, beef per capita consumption is expected to be about 57.9 pounds (lb.) (retail weight), just below the recent high of 58.4 lb. in 2020. Moving into 2022 feedlot numbers are expected to trend generally lower leading towards tighter beef supplies, which will support beef prices. Beef per capita consumption is forecast to slip to 56 lb. in 2022.

Source: Daily Livestock Report

## USDA Funds Available for Rural Communities to Access High-Speed Internet

USDA Secretary Tom Vilsack Oct. 22 announced a significant expansion of access to high-speed internet, health care and educational services for millions of rural Americans nationwide.

USDA will begin accepting applications for up to \$1.15 billion in loans and grants to expand the availability of broadband in rural

areas. USDA is making the funding available through the ReConnect Program.

“For too long, the ‘digital divide’ has left people living in rural communities behind: unable to compete in the global economy and unable to access the services and resources that all Americans need,” Vilsack said. “As we build back better than we were before, the actions ... will go a long way toward ensuring that people who live or work in rural areas are able to tap into the benefits of broadband, including access to specialized health care, educational opportunities and the global marketplace.”

Source: USDA

## Bipartisan Infrastructure Framework

Nov. 4, the House voted 228-206 to send the *Infrastructure Investment and Jobs Act* to the president’s desk. The bill makes a historic investment to rebuild America’s roads, bridges and rails; ensure every American has access to high-speed internet; and strengthen supply chains.

Most notably, for livestock haulers, provisions of Senator Deb Fischer’s (R-NE) HAULS Act are included within the bipartisan infrastructure framework.

Livestock haulers are now granted 150 air-miles radius from the origin and destination of their trip. This effectively allows livestock haulers to travel an additional 300 miles while exempt from the restrictive hours-of-service (HOS) regulations.

Source: US Cattlemen’s Association.

## Ag Technologies and Quality of Life

Kansas State University (K-State) agricultural economist Terry Griffin is taking a step-back approach while

carving out a new way of looking at the returns of precision agricultural technology.

Griffin is working with LaVona Traywick, an associate professor of physical therapy at the Arkansas Colleges of Health Education, to look at how the adoption of precision agriculture technologies adds to the

quality of life of farmers or farm equipment operators.

Their study is currently summarized in a report available online from the K-State Department of Agricultural Economics, titled *Ag Tech Adoption and Generational Characteristics: Benefit-Cost Analysis Revisited*. [AJ](#)

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The first calf we put a coat on was this three-year-old cow's calf that she pushed into a mud hole. Happened later in the evening so we brought them into the barn and dried the calf off then slipped it into a coat. We figured it was going to get off to a slow start and the coat was going to be good for him. He weighed 101 lbs. That coat lasted a day under five weeks. (Picture one is at birth and picture two is him at four weeks with the coat on.)

Overall we liked the coats, could see benefits for these calves that didn't start out the best. Within a few weeks they were caught up in weight to the other calves that didn't have any issues. All of the coats were easy to put on and fit well, with the exception of the small calf. But do fit a good range of sizes. Of the coats that we put on three of the cows mothered up good. The two that didn't it was no fault of the coat. The cows didn't want the calf prior to putting it on. And with a couple hours of separation they were looking for a calf. And didn't mind the calf having the coat on.  
**Tel Menard, Montana**