

Buzzer Beaters

University of Minnesota wins 2016 National Collegiate Beef Quiz Bowl.

University of Minnesota (U of M) students took home the gold at the National Collegiate Beef Quiz Bowl Wednesday, Jan. 27, at the 118th annual Cattle Industry Convention & NCBA Trade Show in San Diego, Calif. The competition was sponsored by Farm Credit Services and presented by the American Society of Animal Science (ASAS) and the National Cattlemen's Foundation (NCF).

The team of five students, including Rebecca Church, Sarah Marketon, Troy King and Trevor Otte, competed against Pennsylvania State University (Penn State) and Oregon State University, ultimately moving ahead of both teams to win the competition.

Jason Ahola, Colorado State University professor of beef production systems, moderated the competition.

"The event provides students with a venue where college students can compete with all things beef," he said.

The teams earned a spot in the competition by first participating in and winning their region's ASAS Academic Quadrathlon.

Students attending land-grant institutions are eligible and encouraged to participate in academic quadrathlons within their animal science departments. Students first form teams and compete in regional competitions sponsored by the ASAS. Winners from each region are awarded a sponsorship to attend the Cattle Industry Convention & NCBA Trade Show to compete in the quiz bowl.

At this year's competition, Oregon State represented the Western Region; Penn State represented the Eastern region; and



PHOTO BY SHAUNA ROSE HERMEL

the U of M represented the Midwest Region. The Southern Region was not represented.

"It's a friendly competition among students," Ahola said. "It brings a number of students to a major event and gives them the opportunity to meet beef industry leaders. It's a great opportunity for networking."

The tradition began 25 years ago in Nashville at the 1990 National Cattlemen's Convention.

— by *Shelby Mettlen, assistant editor*

NCBA Affiliates Awarded New Holland Leases for Recruitment Efforts

The Missouri Cattlemen's Association and the California Cattlemen's Association each earned use of a piece of equipment from New Holland for their outstanding efforts to recruit new members to the National Cattlemen's Beef Association (NCBA). Each of these affiliates will get its choice of a one-year lease on either a New Holland Roll-Belt™ 560 Specialty Crop round baler or a New Holland T6 175 tractor.

For the second year in a row, the Missouri Cattlemen's Association automatically earned one of these leases for the most recruits for the contest period, which lasted from Oct. 1, 2015 to Dec. 31, 2015. Also in the top five state affiliates for NCBA membership recruitment were: Kansas Livestock Association, Texas and Southwestern Cattle Raisers Association, California Cattlemen's Association and Tennessee Cattlemen's Association.

California Cattlemen's Association was the winner of the drawing of the 11 qualifying affiliates, which included: California Cattlemen's Association, Colorado Cattlemen's Association, Hawaii Cattlemen's Council, Indiana Beef Cattle Association, Kansas Livestock Association, Michigan Cattlemen's Association, Minnesota State Cattlemen's Association, Nebraska Cattlemen, Ohio Cattlemen's Association, Utah Cattlemen's Association, and Wisconsin Cattlemen's Association.

Editor's Note: This article is adapted from a news release provided by NCBA.

NCBA Members Elect Officers

The 2016 Cattle Industry Convention & NCBA Trade Show wrapped up Jan. 30 with the NCBA board of directors meeting. Tracy Brunner was officially elected to succeed Philip Ellis as president of the National Cattlemen's Beef Association (NCBA). Brunner, a fourth-generation cattleman from Ramona, Kan., expressed optimism about the organization's momentum, saying he would continue to build on the organization's success of the prior year.

It's an honor to take the reins of NCBA for the next year," said Brunner. "We have a great organization and the strong presence of cattlemen and women gathered this week is a demonstration of several things: the interest we have in improving our businesses, our desire to have fun and fellowship, our belief in the power of dialogue to move things forward and our commitment to making this an even greater industry."

Craig Uden, Elwood, Neb., was elected as NCBA president-elect, and Kevin Kester, Parkfield, Calif., is the new NCBA vice president. Steve Hanson, Elsie, Neb., was elected chairman of the NCBA Federation Division, and Jerry Effertz, Velva, N.D., is the new Federation vice chairman. The new NCBA Policy Division chairman is Jennifer Houston of Sweetwater, Tenn. Joe Guild, Reno, Nev., is the new policy vice chairman.

"The American beef industry is stronger than it has ever been," said Brunner. "We have the right people growing the right product in the right way. And, we have the right organizational culture and structure. We have promotion and advocacy; research and education. We have public policy efforts to ensure beef producers are represented in the halls of Congress and at the table as laws are made. We are committed to not only protecting and promoting the beef business of today, but even more importantly, the beef business of tomorrow."

As president of NCBA, Brunner will lead the organization's policy work and oversee efforts undertaken as a contractor to the Beef Checkoff Program. To learn more about the organization visit the website: www.beefusa.org/.

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