

Denver, passing new resolutions and directives for the 2014 Policy Agenda.

Further, NCBA urges USDA to include U.S. cattle industry stakeholders in any negotiations with foreign countries relating to efforts that may affect the health of the U.S. cattle industry and provide the U.S. cattle industry opportunities to comment on new procedures for developing risk analyses for any foreign country with significant chronic animal disease issues wishing to export live

cattle, beef, and/or beef products into the United States.

USDA protocols should be substantiated by sound, scientific evidence and animal health-related regulations should not be used as non-tariff trade barriers.

All of these policies from the committees were passed by the full NCBA board of directors.

The official NCBA Policy Book is a detailed compilation of policy priorities on cattle industry issues. The full NCBA 2014 Policy Agenda can be found online at www.beefusa.org.



Editor's Note: This release is from NCBA.

Outlook

“We are living in extraordinary times, and prices are going to be continually strong over the next couple of years.”

— **Kevin Good**

continually strong over the next couple of years.” Still, he urged producers in the audience to exercise caution. “It’s easy to be optimistic today,” he said, “but markets don’t go up forever.”

General session II led off Day 2 of the Summer Conference, which included meetings of the National Cattlemen’s Beef Association (NCBA), Cattlemen’s Beef Board, American National CattleWomen and National Cattlemen’s Foundation. Among the purposes of the yearly conference is to create a framework for checkoff and policy efforts on behalf of U.S. cattle producers for the 2015 fiscal year, which for NCBA and the Cattlemen’s Beef Board begins Oct. 1.

Joint committees and subcommittees continued meeting Friday to develop proposals for 2015 checkoff-funded research, education and promotion programs. Also on Friday, NCBA policy committees met to determine priorities and discuss strategies for 2015.



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Cattle Operations Honored for Stewardship Efforts

Seven cattle operations were recognized July 31 as regional winners of the 2014 regional Environmental Stewardship Award Program (ESAP). The awards, announced during the 2014 Cattle Industry Summer Conference, honor the industry’s best land stewards.

The 2014 regional winners are:

- ▶ Conlan Ranches California/True Grass Farms, Valley Ford, Calif.;
- ▶ Rock Hills Ranch, Lowry, S.D.;
- ▶ Wineinger-Davis Ranch, Colo.;
- ▶ Rocosa Ridge Ranch, Bosque County, Texas;
- ▶ Nichols Farms Ltd., Bridgewater, Iowa;
- ▶ Sherwood Acres Farm, LaGrange, Ky.; and
- ▶ Two Rivers Ranch, Thonotosassa, Fla.

“The cattlemen and women of this country take seriously their responsibility to the environment. Each of these award recipients serves as a shining example of how the beef industry is working to preserve open space and leave the land better than they found it,” said National Cattlemen’s Beef Association (NCBA) President Bob McCan. “The ESAP award serves as a showcase for the practices used by farmers and ranchers to improve air, land and water quality. Those practices, in turn benefit the land, improve fish and wildlife habitat and serve as an outstanding example to their fellow producers.”

The work by cattlemen and women to protect their natural resources helps to improve the environmental sustainability of the beef industry. Those efforts also help this year’s regional winners improve the land for future generations, a goal shared by each of these operations.

The seven regional winners will now compete for the national ESAP award, which will be announced during the 2015 Cattle Industry Annual Convention & NCBA Trade Show in San Antonio, Texas.

The awards, now in their 24th year, were developed to recognize beef producers for their efforts to implement practices that improve the environmental sustainability of their operations. The ESAP award is sponsored by Dow AgroSciences, the USDA Natural Resources Conservation Service (NRCS), the U.S. Fish and Wildlife Service (USFWS), NCBA and the National Cattlemen’s Foundation (NCF).



Editor's Note: This article was provided by NCBA.