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A detailed look at consumers' consumption and purchasing habits.

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Feedlot Innovation Center to enhance the Beef State.

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Commercial Hereford cows and calves head for water in a pasture on the Fink Ranch near Elsmere in the heart of the Nebraska Sandhills. The Hereford Crossroads event, to be held Oct. 8 in Valentine, celebrates the impact the Hereford breed has had on the cattle industry in this area and beyond. Photo by Linda Teahon. CHOOSE THE GREEN, YELLOW, AND RED CHUTE FOR SAFER CATTLE HANDLING.

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Leader's Letter

By Andrew Dorn, Minden NC Allied Industries Council Chair

We Are Here to Help You

ello. fellow Nebraska Cattlemen! I hope your summer has been fruitful and rewarding. Moisture seems to be lacking nearly everywhere in the state. We continue to send prayers to get us through the drought and remain hopeful that moisture will fall.

In last year's allied industries article, we spoke about the previous 18 months and the diversity it brought us. As I reflect, the 12 months since then have been just as diverse. We have seen more positivity in the big picture and, aside from the drought, I truly believe there are positive impacts awaiting the livestock industry.

As I travel, I can see all levels of positivity, mostly in the form of innovation for you as producers through technology, but it all comes back around to people

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who develop and execute upon those innovations. Every time I travel and meet new people, when I tell them where I am from, their typical response is "Nebraska beef!" That is a testament to each and every one of you who raise our beef - they correlate our state with your product. Be proud of that. I am!

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on page 32. You can find something or

someone to help you reach your goals.

chair, I continue to have one ask. The

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Ensuring Success When Grazing Corn Residue

By Mary Drewnoski, Ph.D., Nebraska Extension Beef Systems Specialist, University of Nebraska

razing corn residue can be a great winter feed resource and the goal of this article is to provide some key reminders about how to make the most of it.

Cattle will select for the most nutritional components in the field: the grain, the husk and the leaf. Typically, in today's fields, there is not much grain available after harvest, but even when just grazing husk and some leaf, a pregnant cow in good body condition can often maintain body condition without any supplemental protein or energy. Our data and experience suggest that if the stocking rate matches the amount at the same rate as previous years may result in cows losing condition.

We recommend the stocking rate of a corn field be tied to corn yield as the amount of residue available changes with grain yield. A good rule of thumb is one cow month of grazing for every 100 bushels of corn produced. For example, if you had an 80-acre field that averaged 150 bu/ac, the field would have 120 cow months of grazing in it (80 acres x 1.5 cow months). This level of grazing results in the cows cleaning up almost all the husk and some of the leaf. That said, in wet, warm winters they may need to be removed earlier

We recommend the stocking rate of a corn field be tied to corn yield as the amount of residue available changes with grain yield.

of available husk and leaf, a dry cow in good condition does not need any protein or energy supplementation. However, the stocking rate is the key. With the growing conditions this year, the amount of grazing available on residue fields likely will be reduced, so grazing

due to increased trampling losses. It is best to keep an eye on the field, and when it becomes hard to find husk, it is time to move.

This year, cows may be coming off pasture in a bit lower condition than normal, so it is important to understand that the scenario changes for cows with less fat cover. Good body condition provides insulation and thus decreases the temperature at which they must start using energy to stay warm. The threshold at which cattle must start using energy to maintain their body temperature is called the lower critical temperature (LCT). Nonlactating cows in good condition (BCS 5) with a dry, heavy winter coat do not need to use energy to maintain body temperature until the wind chill index is below 19° F. A thin cow (BCS 4) with a dry winter coat has an LCT of 27° F. Thus, during a typical Nebraska winter, thin cows have higher energy requirements as they must use more energy to stay warm than a cow in good condition.

Photo courtesy of Abby Durhein

A practical management strategy could be putting thin cows in a group with your first-calf heifers. This can allow for strategic supplementation of the cows that need it. First-calf heifers in mid-gestation (three to six months pregnant) are going to require about .5 pounds of protein to meet their needs when grazing corn residue, and they will need about 1 pound of protein plus

CONTINUED ON PAGE 14







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some energy in late gestation (six to nine months pregnant). It would take almost 2 pounds of dried distillers per day early in the winter and about 3 pounds of dried distillers per day in late winter to supply the energy and protein needed for these first-calf heifers.

Regardless of condition, cows do need supplemental minerals and vitamin A (Table 1). Note: When feeding 2 or 3 pounds of distillers, phosphorus is not necessary in the mineral supplement.

In forage-based systems, we observe similar animal performance with dry, modified and wet distillers as long as the same amount of dry matter is fed. It is important to note that the estimates above are based off cows being fed in a bunk. Feeding distillers on the ground will increase waste and thus increase the amount of supplement needed. In trials evaluating the amount of waste from ground feeding, 5 percent was measured for modified distillers, 20 percent for wet distillers and as much as 40 percent for dry distillers
 Table 1. Suggested minimum inclusions in a 4-oz. intake mineral for pregnant cows grazing corn residue.

Phosphorus, %	5
Calcium, %	5
Magnesium, %	3
Copper, ppm	2,000
Zinc, ppm	3,000
Selenium, ppm	26
Vitamin A, IU/lb	140,000

when compared to bunk feeding. So, if feeding dry distillers on the ground, you would need to increase the supply to 2.8 pounds in mid-pregnancy and 4.2 pounds in late pregnancy to meet the needs of first-calf heifers. There are many supplementation options available in addition to distillers grains. Many of them provide added convenience in handling, delivery and/ or potential waste. However, it is important to make sure that when using self-fed supplements, cows can actually eat enough to meet their protein and energy needs.

The three keys to success when grazing corn residue include 1) making sure you don't over graze – when the husk is gone it is time to move; 2) provide a source of minerals and vitamin A; and 3) provide supplemental energy and protein to first-calf heifers as well as thin cows. Following these guidelines will help ensure cows are ready to have healthy vigorous calves in the spring.



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*Nutrient Requirements of Dairy Cattle. Seventh Revised ed. Washington, D.C.: National Academy Press; 2001.



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Pulling Through the Hard Times With Help From Family and Friends

By Macey Mueller, Contributing Writer

hile cattlemen and women go to great lengths to care for their land and livestock, it can be difficult to set those responsibilities aside to care for themselves when illness strikes or an accident occurs. As these three Nebraska producers discovered, when there's work to be done, family, friends, employees and neighbors pull together to keep cattle fed, operations running and spirits lifted.

George Cooksley

George Cooksley contracted COVID-19 in October 2020, just as a blizzard hit his family's Custer County ranch with several hundred pairs still out on summer pasture. While he spent nearly three weeks in the intensive care unit, his wife, Barb, worked with their nephew, Ben Cooksley; their



George and Barb Cooksley.

employee, Shaun Christen; and a host of other family and friends to keep the operation going.

With George isolated and unable to receive visitors, Barb spent her days chopping ice, putting out salt and mineral, and praying.

"Prayer is an important part of my life, and I spent a lot of my waking hours asking for God's help through the situation we were in," she says.

Barb also relied on the relationships she and George had built over the years to help manage the day-to-day business of the ranch.

"I worked closely with Ben and our banker to make sure bills were paid, and we have some really great neighbors and family members who stepped in to help along the way," Barb says. "It was reassuring to know that not only were the cattle being cared for, but that the business and banking was being handled and the emotional support was also in place."

Once George was home, it was still another two months before he could wean off oxygen and do any work outside. At one point, he "hadn't seen anything with hair on it for a long time," so his family and friends drove some cattle by the house so he could stand at the front door and see them go by.

"I am fortunate to have people in my life who share my passion for the ranching lifestyle and knew how much I had been missing the action," he says. "They are the same people who are able to adapt and persevere when times get tough, and they're the reason we made it through."

Although he still has some lung capacity and physical endurance challenges, George has used humor to remain optimistic through the lengthy battle.

"Most days, everyone is glad I'm still around," he jokes.

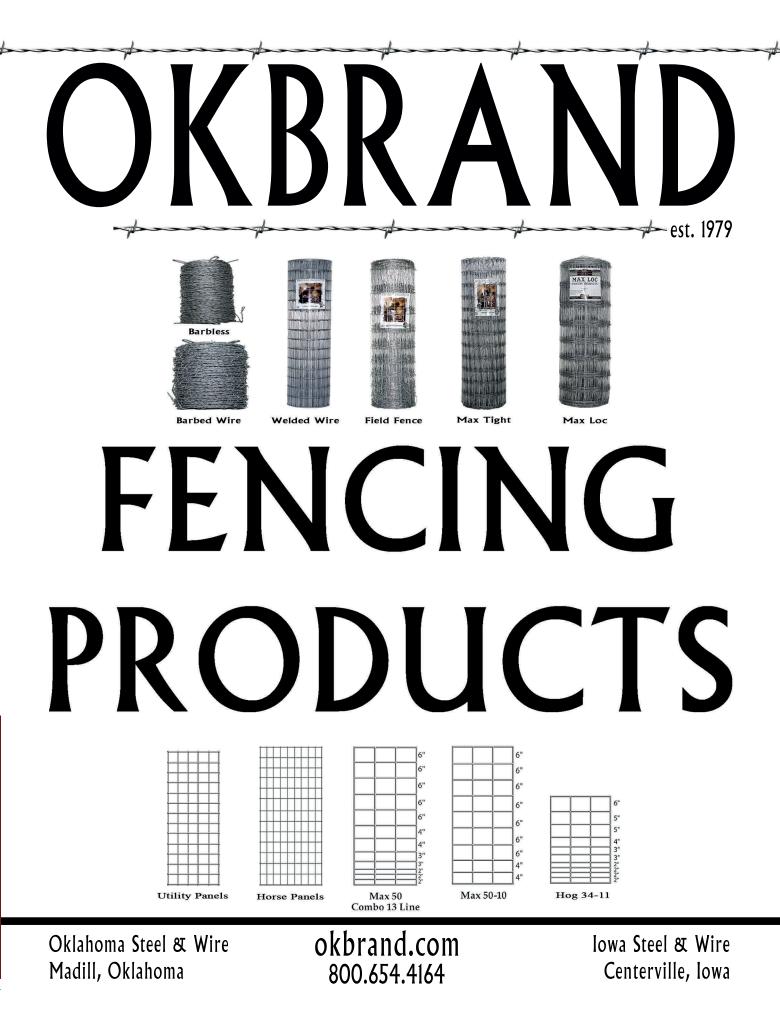
Russ Anderson

An abnormally windy day in June 2020 quickly turned into a nightmare for Hyannis ranchers Russ and Cheryl Anderson. The couple and their two girls were delivering a load of the family's fall calves and cutoff yearlings to the auction barn in Valentine when a freakishly strong gust of wind at the top of a hill caused Russ to lose control and ram his cabover truck into "a big damn tree."

CONTINUED ON PAGE 18



Rudi, Cheryl, Russ and Mackenzie Anderson.



Cheryl and daughter, Mackenzie, had stopped a few miles back to fix a flat tire, but the couple's younger daughter, Rudi, was following closely behind and was able to rush to her dad's side. Additionally, a Nebraska State Patrol officer happened to be passing by as the accident occurred, even catching it on his dash cam. With the help of a chiropractor who drove up on the scene, fellow ranchers – hauling their own cattle to the auction barn – removed Russ from the mangled truck and ran to get panels and horses to gather the surviving cattle.

"Thank goodness for the angels surrounding me during the accident and even more so for the ones on the ground who were there to help quickly," Russ says.

With a long list of severely broken bones and internal injuries, Russ initially spent three weeks in Lincoln's Bryan Medical Center West, undergoing surgeries and regaining strength. Since Rudi was simultaneously recovering from a broken foot, Cheryl flew her mechanically inclined nephew and niece in from New York to help Mackenzie with the day-to-day responsibilities on the ranch, including the operation's intensive grazing rotation.

"Russ is very diligent about maintaining forage levels in the pastures, especially in drought conditions like we were in," Cheryl says. "It was a big responsibility, and we used photos or Facetime a lot to show him what the pastures looked like so he could help us determine when to move the cattle.

"We also have some amazing neighbors who stepped in to put up all of our hay and help keep things moving around here," she adds.

After months of physical therapy and strength building on his own, Russ is now back to running the ranch, but he has made some adaptations to help with his chores, including a lift on the back of his four-wheeler to help move salt and mineral tubs. He says looking back, the accident forced him to resign his body to rest, which was not easy for the lifelong cowboy.

"The biggest thing for me was knowing I wasn't in control and just trusting that the cattle had grass and water," he says. "It was an opportunity for other family members to learn more about how things work around here, and I'm proud of them for stepping up to the challenge."

Brenda Masek

Brenda Masek is no stranger to ranching accidents. The current Nebraska Cattlemen president from southeast Cherry County has suffered three major head injuries and several broken bones over the years. A 2000 horse accident left her with her first major concussion and a severe shoulder injury. Weighing her options for surgery to repair the shoulder but concerned about calving season and other ongoing ranch responsibilities, Masek received some advice from a wise gentleman in her community who changed her outlook.

"Bob Cox took me aside and told me to get my shoulder fixed now," she says. "He had waited until he was about 65 and the daily wear and tear had made a lot of tasks harder for him.

"We spend so much time caring for animals and maintaining machinery, but we in production agriculture don't really take care of our own 'equipment.' I was thankful he encouraged me to get the repair in the beginning."



Brenda and Dave Masek

Masek has had a few other accidents over the years, but most recently, she was gathering a pasture last fall when her horse stepped in a hole and fell on top of her. She suffered four broken ribs, a separated sternum, damage to two disks in her back and another concussion, and still can't recall much of the two weeks following the accident.

What she does remember is the outpouring of support from her neighbors during a busy and critical time on the ranch.

"That accident was at the very beginning of weaning, which we do in five or six groups, and if it had not been for my husband, Dave, my family, neighbors and employees, there's no way we could have had everything ready to market that fall," she says. "You hear about an accident or a death happening during harvest time, and neighbors come from all over with their equipment to help out a fellow farmer.

"It's the same thing in the beef industry; we all pull together to take care of one of our own." \bullet



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Inflation and Economic Growth in 2022

Advantage of the Nebraska Cattlemen (NC) Cattle Edge Webinar series. This Zoom webinar featured Kurt Spieler, chief investment officer, First National Bank of Omaha (FNBO), and was moderated by Chris Kalkowski, vice president, FNBO, and an active NC member.

Spieler introduced the challenges in the economy with four macro headwinds (liquidity, fiscal policy, consumer demands and supply of goods) but assured the listeners on a few positives.

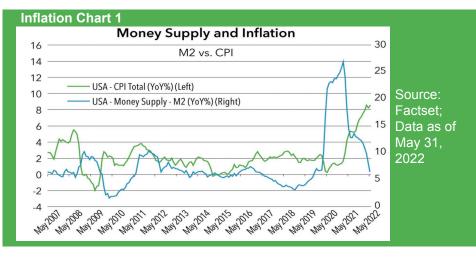
Liquidity

The premise of liquidity is that more money in circulation means more money to lend. The money supply, or

By Kelsey Pope, Contributing Writer

M2, includes cash, checking deposits and easily convertible near money. This environment with excess liquidity is being exhibited for a number of reasons: O percent interest rates from the Federal Reserve, additional stimulus out of the monetary system will help with the fight against inflation (see Inflation Chart 1).

"We believe inflation will eventually moderate in response to lower money supply, which is being driven by the



checks from the federal government and additional savings from U.S. consumers. Positively, M2 has fallen this year, running around 6 percent, so at some point, this excess liquidity getting



Fed's change in monetary policy," Spieler stated.

The Federal Reserve's monetary policy is taking an approach to reduce demand for goods. In December 2021, the Federal Reserve was expecting a slight increase of 75 basis points in interest rates for the full year. They significantly changed that view as the year progressed, and they increased 75 basis points in June 2022 and 75 again in July 2022. For year end, the Fed Fund Rate is expected to be up another 1 percent in the 3.25 to 3.5 percent range.

"The Federal Reserve's monetary policy is trying to reduce inflation by slowing down the economy, in particular the consumption of goods as well as services to a lesser extent," Spieler said. "They have been successful at bringing down inflation at times, but it has sometimes caused a recession."

The Fed has gone through this process of increasing interest rates to slow the rate of inflation 14 times over several decades. Only three times



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have they done this without causing a recession.

Fiscal Policy

The second headwind that has led to excess inflation is fiscal policy. The federal government budget deficit has come down in 2022 from the past two years and is expected to be smaller yet in 2023.

"On the surface, the decline in government spending has an impact on economic growth by slowing it down and also would help with the moderation of inflation," Spieler said.

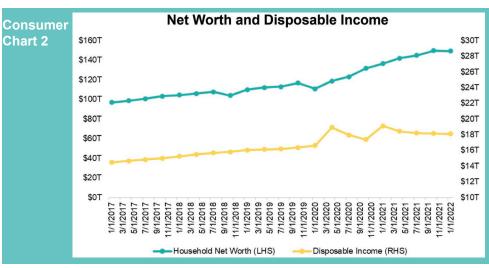
This is, however, the expectation before the Inflation Reduction Act was announced. As of the webinar recording, the act had not yet been passed by the House or Senate.

When asked by a webinar participant how the Inflation Reduction Act is seen to reduce inflation, Spieler said that the policy is more probable to not be additive to inflation.

"It likely won't be the deficit spending we've seen in 2020-21," he said. "Some features like increasing corporate tax are related to deficit reduction; some of it includes investment in clean energy. However, the deficit reduction as well as the additional spending is probably more net neutral."

Consumer Demand

Consumer demand is tied closely to compensation – do consumers have jobs and how much income are they "Historically, when you have real disposable income, it's closely correlated with a slowdown," Spieler added. "It's not a surprise that we're seeing slower economic growth and slower consumption as this year has progressed. We are still seeing consumption, just much less than expected."



generating from employment? A tight labor market has led to an acceleration in wages. Yet recent data shows that wages are not keeping pace with inflation, so consumers are dipping into savings and increasing debt to finance higher spending.

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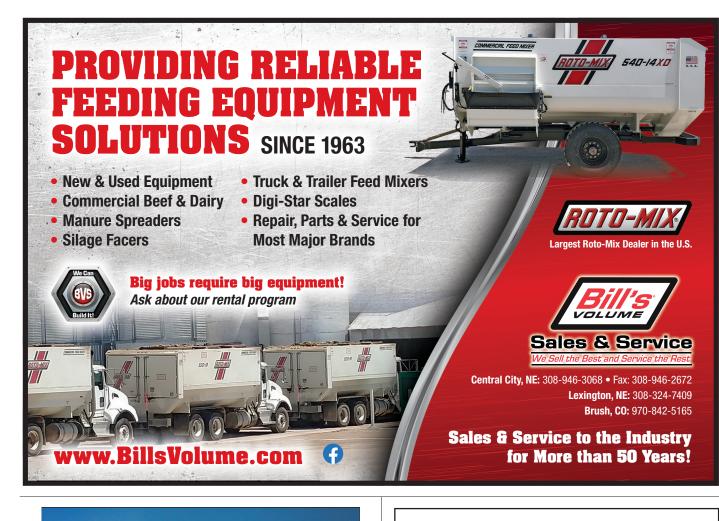


ACCOUNTING • CONSULTING • FINANCIAL • TECH • M&A • TALENT LEARN MORE TODAY BY VISITING WWW.LUTZ.US Looking at the Consumer Confidence Index, consumers have been positive in their current situations related to the strong job market and income growth. However, expectations have fallen to levels not seen since 2013 due to high inflation, changes in government policy and the geopolitical environment with Russia/Ukraine.

"Although there is not a direct causeand-effect between confidence and spending, there is an impact. We are starting to see that people are expecting to spend less and are less likely to buy a house, an auto, major household purchases, so this ultimately has an impact on consumption, especially if that negativity continues," Spieler said.

Supply of Goods

After looking at demand, the supply of goods headwind encompasses excess liquidity and demand for goods. With supply chain problems and labor shortages affecting companies, investments





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October 2022 • Nebraska Cattleman • 23

are being made to address these issues.

Imports from China have increased over the last couple of months, and U.S. companies are working out issues like broadening their supplier base and using technology to manage their supply chain.

"Companies are responding to this problem by increasing the supply, which will help," Spieler reported. "The bad news is that it takes time; these long-term solutions to a short-term situation have added to the inflation story."

Spieler also touched on commodity prices, energy and housing as other parts of the inflation situation.

"One of the most interest-ratesensitive sectors is the housing market. Supply and demand in the housing

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market has shown an imbalance. When 30-year mortgage rates went over 5 percent, that's when affordability became a problem. We are now at 15-year lows in affordability with prices up and an impact on inflation with higher interest rates."

Macro Tailwinds

Healthy consumer balance sheets, healthy corporate balance sheets and strong job markets are all positive aspects of the current economic environment.

Consumers are in really good shape from a net worth standpoint. Household net worth has increased by 35 percent over the last three years (see Consumer Chart 2). Disposable income has not grown because of that higher inflation, but overall, individuals have more financial strength.

At the end of last year, companies were more profitable than ever in the United States. Record profits have allowed companies to reduce debt.

"The U.S. corporate debt-to-equity ratio has declined here significantly, near 15-year lows. Some of that profitability has resulted in less debt and refinancing at low interest rates, so we are seeing a pretty good environment from a corporate leverage standpoint," Spieler said.

Having a strong jobs market, the United States created 1.7 million jobs in the first half of the year, which is not typical during a recession. The Fed wants a balance of unemployment level and job openings.

Recession?

The question on everyone's mind: Will we see a recession? In Spieler's opinion, the United States is not in a recession today.

"In terms of recession, the National Bureau of Economic Research looks at these primary factors: industrial pro-

YCC Accepting Nominees

Young Cattlemen's Connections (YCC) nominees are now being accepted for the class of 2023. YCC has been a Nebraska Cattlemen (NC) tradition for many years and is designed to identify and educate leaders to help guide and strengthen the beef industry.

Each two-year YCC program helps emerging leaders understand cattle industry structure, issues management, product research and marketing, and teaches participants how to become effective communicators. In-person Lincoln dates for the 2023 class are Jan. 17-19, 2023, and Jan. 23-26, 2024, with a summer/fall meeting each year in locations to-be-determined.

The nomination deadline is Tuesday, Oct. 25, 2022. Nominees are required to fill out an application that will be reviewed by the selection committee. The YCC class of 2023 will be announced on Nov. 18, 2022.

This program is made possible by a generous sponsorship from Farm Credit Services of America and the Nebraska Cattlemen Foundation.

For more information and to download a brochure, visit www.nebraskacattlemen.org or contact Bonita Lederer at (402) 450-0223 or blederer@ necattlemen.org.

duction, income, consumer spending and employment. All are slowing but they are not negative at this point. Will we go into a recession though? There is about a 60 percent likelihood that we will; there are just too many areas that are slowing, and inflation is still the key to that. Inflation needs to slow to less than 4 percent fairly quickly to avoid a recession and that's just not happening."

A recording of this webinar in the Cattle Edge series can be found at *ne*braskacattlemen.org/producers/cattleedge/. = NG =

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ver the past several years, the Nebraska Brand Committee (NBC) has been committed to improving many aspects within the agency, including producers' interaction with office staff, information requests and streamlining access to data. With that in mind, this summer NBC is introducing the new NBC Producer Portal. In this introductory release, only Nebraska residents with a state-issued ID (driver's license) or Nebraska companies that are registered with the secretary of state and are current recorded brand owners can utilize the portal. Additional releases will allow for out-of-state producer and non-brand-owner access.

The portal allows individuals and companies to log in to a secure account that will provide access to all personal information for a specific producer record, including their physical, mailing and billing addresses, phone numbers and email addresses. Producers will be able to view all recorded brands and their accompanying information, and financial transactions as well as be able to renew the brand within 60 days of the expiration date. In addition, general details on any country inspections tied to that producer record will be listed, along with any sale-ring clearances that were purchased under the producer number.

The portal is an important tool for the Brand Committee as it will allow producers access to information that was otherwise only available with a phone call and research time. While starting out with basic information and only the ability to renew brands currently, several additional enhancements are on the list for portal users. These changes include streamlining registered feedlot (RFL) shipping documents and being able to view more detailed inspection information. Improvements to the brand search capabilities will occur in the near future.

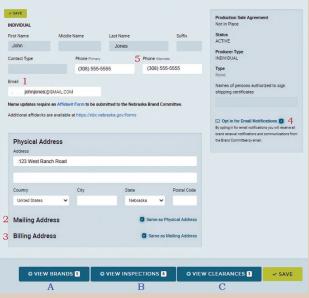
As NBC works through the rules and processes for the new e-inspection

program, the portal will play a vital role for users wishing to participate. All enrollment and einspections will use the portal to submit information and view status, while generating and storing the documents required.

As renewals for expiring brands are sent each quarter, producers will have a general instruction sheet for signing up. Should a producer wish to participate earlier, they can visit *nbc.nebraska.gov/news* for instructions on how to apply. The NBC Producer

Portal can be accessed through the NBC website at *nbc.nebraska.gov* then clicking on the "portal" menu item or directly at www.nebraska.gov/ apps-nbc-admin/login/auth.

On the login page you will see "Create Account" in the upper-right corner, which will get you to the sign-up page. The sign up will require producers to know their NBC producer number and have a Nebraska state-issued identification (i.e., driver's license or ID card) to validate that ownership is accurate. Companies need to have their secretary of state ID number. The NBC producer number can be found on any inspection documents that have been generated, your renewal notice or by searching the current online brand book using your name at www.nebraska.gov/nbc/ brandbook/book.cgi.



Producer Record

Once logged into your account, verify that all information on the producer contact page is updated correctly. Add addresses you'd like mailing or billing information sent to. Designate if you'd like to receive your correspondence via email instead of paper. Verify we have the correct email address and phone CONTINUED ON PAGE 28



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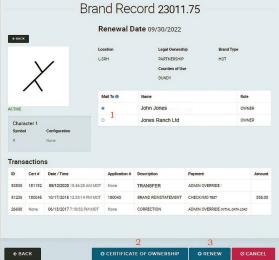
¹ Elanco Animal Health. Data on File.

- ² Lawrence, J., Ibarbury, M. 2007. "Economic analysis of pharmaceutical technologies in modern beef production." Proceedings, NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management; 10. ³ Suarez, V., Lifschitz, A., Sallovitz, J., et al. 2009. "Effects of faecal residues of moxidectin and doramectin on the activity of arthropods in cattle dung." ScienceDiet.72 1551-1558.
- * Environmental Assessment. Cydectin® moxidectin 0.5% Pour-On for Cattle. Fort Dodge Animal Health, June 1997.
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NEBRASKA BRAND COMMITTEE ROLLS OUT NEW ONLINE PRODUCER PORTAL - CONTINUED FROM PAGE 26

numbers, adding an additional number if necessary. Updating your contact information is important; when we are tracking down strays or stolen cattle, often the number we are calling is out of service!

At the bottom of the producer record there are options to view the recorded brands, the local country inspections performed and the sale ring clearances



for purchased cattle at Nebraska brand area sale barns. The certificates themselves are not available, but general transaction information is.

Once "View Brands" is selected, you will see the brand record and the information pertaining to it. You can change the selection on which producer record is the main contact, and at the bottom you can print your Certificate of

Ownership or select to renew the brand.

The payment will allow for either credit card or ACH bank transactions. NBC has included the payment processing charge in the renewal fee, so this transaction should not cost the producer any extra and will save them the cost of the envelope and stamp!

Should producers have issues signing up or using the portal, please call (308) 763-2930 or (308) 778-6688. • Ng•



Norfenicol[®] (florfenicol) Injectable Solution 300 mg/mL

ANADA 200-591, Approved by FDA

For intramuscular and subcutaneous use in beef and non-lactating dairy cattle only.

BRIEF SUMMARY (For full Prescribing Information, see package insert.)

INDICATIONS: Norfenicol is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*, and for the treatment of foot rot. Also, it is indicated for control of respiratory disease in cattle at high risk of developing BRD associated with *M.haemolytica*, *P. multocida*, and *H. somni*.

CONTRAINDICATIONS: Do not use in animals that have shown hypersensitivity to florfenicol.

NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.

Can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult physician if irritation persists. Accidental injection of this product may cause local irritation. Consult physician immediately. The risk information provided here is not comprehensive. To learn more, talk about Norfenicol with your veterinarian. For customer service, adverse effects reporting, or to obtain a copy of the MSDS or FDA-approved package insert, call 1-866-591-5777.

PRECAUTIONS: Not for use in animals intended for breeding. Effects on bovine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection may result in local tissue reaction which persists beyond 28 days. This may result in trim loss at slaughter. Tissue reaction at injection sites other than the neck is likely to be more severe.

> **RESIDUE WARNINGS:** Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment. Animals intended for human consumption must not be slaughtered within 33 days of subcutaneous treatment. Not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows as such use may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

ADVERSE REACTIONS: Inappetence, decreased water consumption, or diarrhea may occur transiently.

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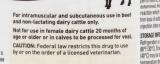
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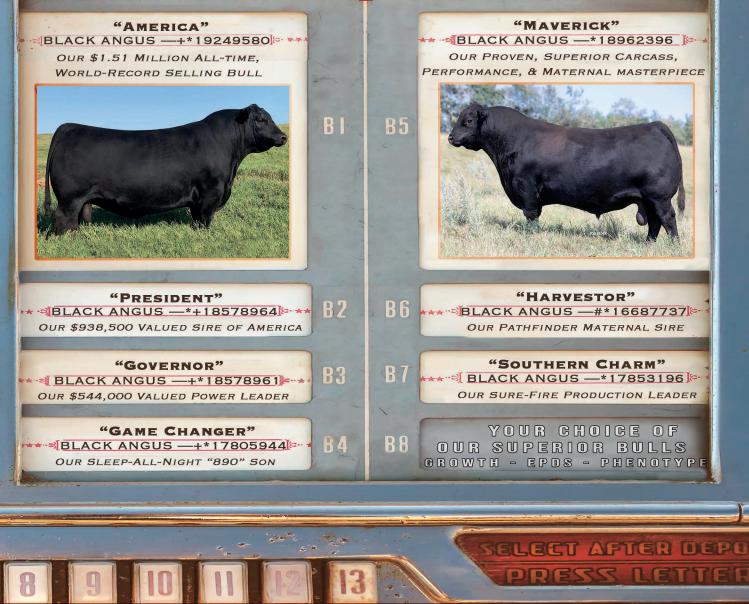
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Businesses that become Associate Members of Nebraska Cattlemen (NC) automatically become members of the Allied Industries Council (AIC). The group assists in planning Nebraska Cattlemen events, and the Allied Industries Council chair is a voting member on the board of directors. If requested, council members' website addresses were included in the listing, and those council members who are advertisers in this issue are indicated below. Thanks are extended to these businesses, members as of Aug. 31, for their support of Nebraska Cattlemen.

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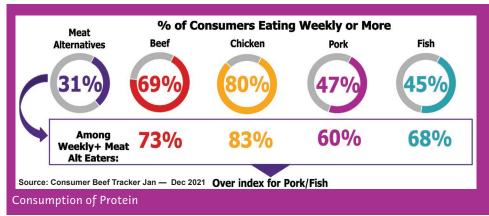
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Tracking Consumer Preferences

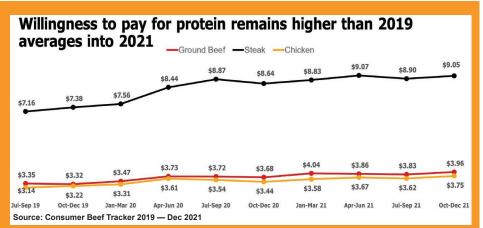
By Nebraska Beef Council with contribution from NCBA (a contractor to the Beef Checkoff)

rice. Environmental sustainability. Animal welfare. Health. Consumers are influenced by numerous factors when making purchasing decisions to feed themselves and their families. And these purchasing factors intersect every segment of the beef supply chain. Therefore, it's vital to leverage consumer market research in order to better understand consumer mindset and analyze trends to set a coordinated path for addressing key performance indicators and capitalizing on opportunities. Market research provides a foundational component driving the decision-making process for producers, businesses and marketing organizations.

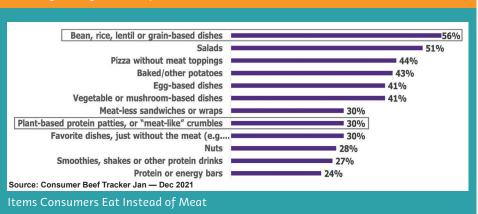
Producer investments in the Beef Checkoff have established The Consumer Beef Tracker, a continuous online survey conducted by the National Cattlemen's Beef Association, a contractor of the Beef Checkoff, showing the state of the consumer throughout 2021 and into the front half of 2022. The research shows that consumer diets have remained steady over time. More than two-thirds of consumers are non-restrictive eaters or non-veg-



The research provides key insights on consumers' consumption and purchasing habits, preferences, attribute agreement and trust metrics as it pertains to production areas.



Trending Willingness to Pay



etarian and almost one-fifth are semivegetarian or flexitarian, which means they mostly follow a vegetarian diet but still enjoy meat sometimes. The small remainder of consumers are vegetarian or vegan-vegetarian, and that number has remained steady over time.

Most consumers enjoy eating a variety of proteins in their non-restrictive diets. Beef consumption is high, with more than two-thirds of consumers eating it at least weekly. Weekly beef consumption outperforms all other proteins aside from chicken, which 80 percent of consumers are eating at least weekly. Hence, beef's biggest competitor right now is chicken. When it comes to agreement levels, beef performs well across the board, with the highest number of consumers agreeing that beef is great tasting, provides a pleasurable eating experience and is a food for strength. However, chicken currently leads when it comes to affordability and health perceptions. Although chicken has been viewed as a healthier choice for several years now, the gap between chicken and beef is narrowing. Beef consumption is high and almost twothirds of consumers claim they plan

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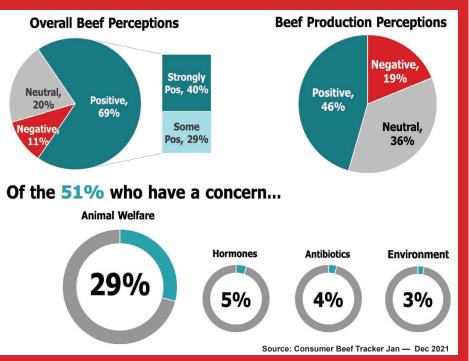
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TRACKING CONSUMER PREFERENCES · CONTINUED FROM PAGE 34

to eat the same amount of beef in the future. Fourteen percent of consumers plan to eat more beef because they enjoy the taste and are planning to grill more often. A small group of consumers, about 16 percent, claim they plan to eat less beef in the future because it is too expensive, and they view other meats as healthier options. Even though some consumers claim beef is too expensive, their willingness to pay increases when shortages occur in grocery stores, and these trends continue to increase even with inflation. Also, ground beef and chicken are close competitors when it comes to willingness to pay, while steaks continue to capture premium price levels based on taste preference, versatility and the quality eating experience they provide.

While consumers are eating a variety of proteins, they are also consuming meat alternatives, which refer to foods that can be eaten instead of chicken,



Perceptions and Unaided Concerns with Production

beef, turkey or pork for a meal that still has a similar appearance, amount of protein, texture and taste. Thirty-one percent of consumers are eating these types of alternatives at least weekly but are still actively eating other proteins during the week. When they are intentionally ordering or making a meal without meat, it is usually a meal that doesn't normally contain meat. More than half of consumers are eating bean, lentil, rice, grain-based dishes or salads, while 30 percent are eating plant-based protein patties or "meat-like" crumbles instead of meat.

Overall, consumers' perceptions of beef are positive. More than two-thirds of consumers are positive about beef as a product and almost half are positive about beef production. More than a third of consumers remains neutral about beef production. These consumers aren't sure how to feel about production or don't know enough to lean more positively or negatively. Those in the neutral area are viewed as the moveable middle, which means they tend to sway more positively if presented with information around production. Still, half of consumers have some concern around production. In an unaided response (which means consumers aren't given a list to choose

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CONTINUED ON PAGE 38

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from), animal welfare issues are top of mind with 29 percent of consumers. Smaller percentages of consumers mention hormones, antibiotics and the environment. Results show that animal welfare and beef affordability are also top-of-mind topics to address when it comes to beef and sustainability.

In addition to the Consumer Beef Tracker, a study titled State of the Consumer was conducted in July 2021 to examine consumers' comfort levels given the changing social environment and to gain further knowledge on their overall food-purchase decision making. Results show that 74 percent of conthey reopened, but still showed interest in cooking meals at home, with 89 percent of consumers saying they will continue to cook more meals at home.

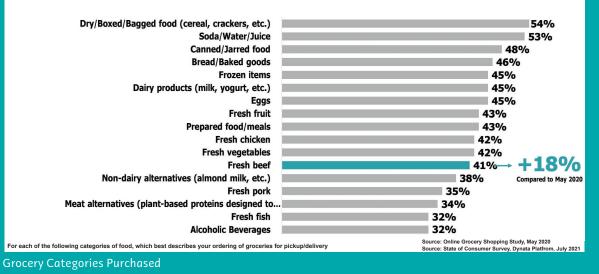
Consumer e-commerce behavior also changed throughout the pandemic. Online grocery shopping has become more popular as more than half of consumers are actively ordering online, and more than half of these consumers say they will continue to use these services in the future. As online grocery shopping became more common, consumers became more comfortable ordering fresh products. As a result, more than 40 percent of consumers are purchasing fresh beef when ordering their groceries – 18 percent more compared to May 2020.

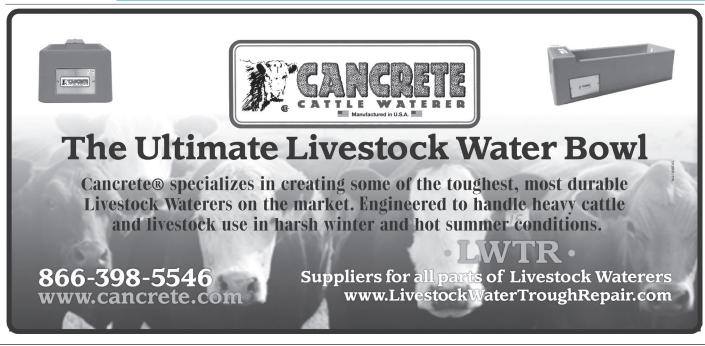
The Beef Checkoff plans to continue its research monitoring consumers' consumption and purchasing behavior in 2023. Insights on consumer preference and trust will drive the development of education messages and facilitate efforts to help consumers better understand the beef production process as well as beef's role in a healthy diet.

To view the full article ("2021 State of the Consumer") visit https://www. beefresearch.org/resources/marketresearch-planning/white-papers/2021state-of-the-consumer. • **NG** •

sumers cooked meals at home in 2021, which is 9 percent lower than 2020. However, many foodservice outlets were closed due to the pandemic, so consumers had to cook more at home. As the foodservice environment changed in 2021, people were excited to return to restaurants as









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NC Foundation

By Galen Erickson

Nebraska Beef Cattle Industry Professor of Animal Science, University of Nebraska-Lincoln

Decision Making in Times of Higher Feed Costs

eed costs were about twice as high during the 2021-22 crop year than recent years. Feed costs are directly related to corn price in feedlots, which increases the price of corn byproducts, protein meals and forages. For ranchers, hay costs are impacted by drought and supply, whereas supplement costs are impacted by corn and protein prices. All were certainly greater in 2021-22. The main driver seems to be corn price, which influences other grain prices, distillers and corn byproduct prices, corn silage price, and usually factors into protein prices (for example soybean prices and subsequent soybean meal price).

The hope for this coming crop year (2022-23) was that we would get better crop yields and a relief in feed costs. The

2022 growing season has been challenging with weather events and dry conditions, and based on recent futures prices, not much relief will be seen this coming crop season. So, ranchers and feedyards need to be very astute and have a sharp pencil to optimize buying ingredients and put together systems that optimize performance.

A silver lining to higher feed costs for many Nebraska beef producers is that many also grow crops. I would strongly encourage producers to use opportunity costs and charge market price for feeds, as you normally have the option to sell your feed and either purchase alternatives or simply sell crops instead of feeding (in some situations). Of course, the hope is that cattle prices will remain good and go even higher.





The Nebraska Beef Cattle Industry Professorship of Animal Science at the University of Nebraska-Lincoln (UNL) was established in 1994 with \$200,000. This fund allows an annual stipend of \$10,000 to be awarded to a professor within the UNL College of Agriculture and Natural Resources. The Nebraska **Cattlemen Foundation awarded Galen** Erickson, Ph.D., this annual stipend in 2012 for his cutting-edge research with feedlot rations, especially the use of distillers grain and other by-product feed sources in finishing diets for beef cattle. Below is his annual report for this stipend and how it has been used.

It is difficult to predict, but maintaining cattle in these times may be wise given predicted future prices and head numbers in the United States.

So, what are options for consideration at the ranch level? As many know, my focus and expertise is on feedlot cattle and nutrition. Our team of Extension educators and beef Extension specialists across Nebraska are capable and willing to offer support across all areas of beef production. We encourage you to evaluate your current feed resources (pasture/forages) and then evaluate needed supplement or feed purchases to fill in for any deficiencies. The correct approach is first to calculate feed costs based on the cost per unit of dry matter, then cost per unit of energy (if energy is required) or cost per unit of protein (if protein is required and the correct "type" of protein). Feed-cost calculators are available, and our Extension professionals are ready to assist you.

It is difficult to make individualized recommendations because each situation is unique; however, grazing corn stalks, feeding residues mixed with distillers grains, supplementing distillers grains and use of corn silage (if available) are all options to consider for your operation. Supplements should always provide necessary minerals and vitamins, and you may consider an ionophore as a way to lower production costs. Last, consider the use of other technologies like implanting growing cattle, if approved for your scenario. Most beef producers are not implanting

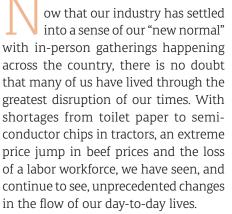
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Guest Editorial

By Callahan Grund Executive Director, U.S. CattleTrace

U.S. CattleTrace Paving the Way in Traceability



Simply put, we are more globally connected than ever before. What was once an issue or opportunity in a country thousands of miles away can now be at our doorsteps in a matter of days. If there is anything that the progression of the COVID-19 crisis has taught us, it is that our dependence on the "normal" we all are comfortable in can be drastically altered in a mere moment.

Disruption constantly comes to mind for me when we discuss the pandemic in our human population. It is also the word that comes to mind when we start discussions on the impact that foreign animal diseases (FAD) could have not only to our nation's cattle herd, but more important, our food supply. For too long, the U.S. cattle industry has clung to the thought of returning to normal instead of using the disrupters we've faced to tackle the challenges in our livelihoods in new and innovative ways. The romantic nature of the western culture that we live in and the cattle industry that we love has sometimes enthralled us to long for the past rather than innovate and improve for the future.

As of 2019, of the top 10 beef-exporting countries in the world, the United States and India are the only countries without a robust national disease trace-





ability system. With India's primary export being water buffalo, this leaves the United States as the lone highquality beef-exporting nation without an end-to-end, robust disease traceability system. In comparison to the technology industry, any time progress is made we take extreme measures to ensure the security and safety of this new technology. The United States currently produces the highest quality, best-tasting beef product in the world. If a foreign animal disease were to hit our nation's cattle industry, the disruption would be devastating to the way we've always done things.

Today, a proactive response from the beef cattle industry is gaining credible traction to protect our industry and better prepare ourselves for business continuity in the face of a potential disease outbreak. Being a segmented industry with continuous movement of cattle within and across states has accelerated the need for a cohesive disease response plan across the country. This is critical for not only producers, but also the state and federal animal health officials charged with protecting the agricultural industry in the United States.

U.S. CattleTrace originated and continues to be a producer-led organization, solely focused on creating a voluntary traceability system that encompasses all classes of cattle for the purpose of disease response. U.S. CattleTrace aims to work collaboratively on behalf of producers with state and federal animal health officials to respond to a potential disease outbreak quickly and accurately. With this approach, the U.S. cattle industry has rapidly rallied its support behind U.S. CattleTrace as the viable solution to a decades-long obstacle.

Disruption can occur at anytime and anywhere in our lives. The potential risk that a FAD could have on our industry may cost an exponential amount and have long-lasting effects, similar to what we are seeing now in our "new normal." We at U.S. CattleTrace are producers, just like many of you. Our mission is to create and build a voluntary, contact-tracing

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purple wave Auction purplewave.com 866.608.9283 calves on forage, despite good returns. The perception is that the use of technologies brings a premium but that only happens because cattle are lighter, so the slide is a bit better. Premiums for any beef operation that restricts the use of technologies is only available if you are enrolled in those programs, not because you just do not use those tools.

For feedyards, most attention is on corn and corn byproducts, and less

flexibility exists due to maximizing dietary energy at the cheapest cost. If distillers grains (or other byproducts) are priced competitively to corn on an energy basis and provide other nutrients (such as protein), then you need to manage supply and try to feed as much as feasible. The difficult part is getting energy values correct, which is where the past two decades of research provide feedyards and their consultants



with the information they require on impacts of drying, oil removal, inclusion, type of corn processing and type/ amount of roughage to feed when using distillers grains. For other ingredients, you need to optimize roughage source and amount, which means feeding the minimum amount required to manage acidosis and bloat, and explore cheaper sources.

For those who farm and feed cattle, corn silage is an economical roughage to consider if you have the facilities and manage the ensiling process. This year, with weather challenges, more acres are likely being harvested as silage. We will continue to assist with methods to process grain that get the maximum gain and best conversions. Proper use of feed additives, including some new options, will be important as well as implanting, as all of these small improvements help in times of higher feed costs.

We can only hope for another mild winter. Keeping facilities maintained and manure removed going into winter, and keeping cattle comfortable will be important if we have a more normal winter in 2022-23. Last, for those who feed calf-feds, managing health risk is critical in the first few weeks. Being patient with cattle to get over any health challenges that normally occur around this stressful period will benefit performance during the finishing period.

As always, let us know if you have questions or need assistance and the university staff will try to help. • NG•

GUEST EDITORIAL · CONTINUED FROM PAGE 42

system for the beef industry that can be utilized during a disease outbreak. We aim to work with producers to proactively build a system that works and integrates with the way things have always been done in the beef industry, while crafting a functional contacttracing tool for animal health officials in the time of a disease outbreak.

For more information on how to join U.S. CattleTrace, contact us at (785) 456-8472 or visit uscattletrace.org. ■ №

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By Jesse Fulton, M.S. Extension Educator & Director of Nebraska Beef Quality Assurance

Beef Quality Assurance During the Fall Run

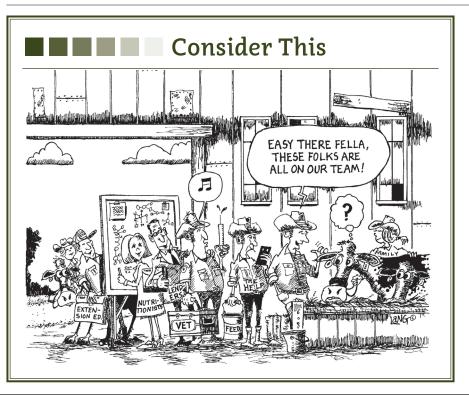
t seems the year is just flying by with fall already upon us, which means it is about time for the "fall run." Millions of cattle are being transported across the United States over many miles. A past Beef Quality Assurance (BQA) survey indicated that feeder calves traveling to Texas or Nebraska feedyards traveled from 53 to 883 miles.

Because we live in the age of "everyone has a camera in their hand," it is important for producers and livestock haulers to remember that, during this time, our bumper-pull trailers, gooseneck trailers or cattle pots are giant billboards for the cattle industry. As cattle industry representatives, we must always be aware that our actions during cattle transport could be scrutinized. Additionally, the condition of the cattle we are transporting could also come under scrutiny and should be considered.

Because transportation can be a stressful period for cattle, it is important that we do everything we can to limit the stress on animals being transported. If we don't, we may see negative impacts on cattle welfare and performance due to stress. Research has shown that stress from shipping can have an impact on calves' immunity and prolong the amount of time calves are off feed following shipping.

There are several pre-shipping suggestions that have been made as a result of previous research. These include:

• Cattle should be fed and watered within five hours prior to being



loaded if the trip length is more than 12 hours.

- Cattle being loaded for trips longer than four hours should be fed within 24 hours prior to loading.
- Cattle should have access to water at all times prior to loading.
- Cattle should be handled as little as possible and as gently as possible prior to transport.
- Cattle should receive a minimum of five hours of rest following 48 hours of transport.
- Cattle should be in good health and fit for transport.
 - Do NOT transport non-ambulatory cattle.
 - Do NOT transport cattle showing signs of sickness or that are actively sick.
 - Do NOT transport cattle with a Body Condition Score less than or equal to 2.
 - Cattle with a Mobility Score of 3 are considered "compromised" and should be handled and transported with special provisions.
 - Do NOT transport cattle with a Mobility Score of 4.

The National Beef Quality Assurance Transportation (BQAT) program works hard to ensure cattle producers and haulers are aware of the industry standards and expectations when it comes to cattle transport. This program covers best management practices of several topics for those transporting cattle, including Principles of Stockmanship, the importance of biosecurity, evaluation of fitness for transport, pre-trip planning and loading, considerations during travel, unloading, and risk and emergency management. Because the cattle industry sees the importance and value of the BQAT program, many major packers require BQAT certification for anyone delivering cattle to their plants.

It is easy to get BQAT certified. The Nebraska Beef Quality Assurance (NEBQA) program recommendation is to get certified in person. If you attend an in-person NEBQA event, you will

CONTINUED ON PAGE 50

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By Scott Morris FNIC Senior Vice President



Health Insurance Calls!

I t's that time of year when you start hearing from every insurance agent you've ever met to ask about your renewal and if you'll be accepting bids for the upcoming plan year. Don't worry, your NCIG agent won't forget you and we'll be calling too, so please take our call.

Let's start with the individual market. The big news is that Blue Cross Blue Shield (BCBS) will be re-entering the individual market with an Affordable Care Act (ACA) compliant plan. This is huge! If you remember, they exited the individual market in 2015 after suffering serious underwriting losses. Let's hope that doesn't happen this time around and they remain a viable option for the foreseeable future. Medica and Bright Health will both continue to be options in 2023. Expect to see slight adjustments to deductibles, copays and out of pocket maximums to help keep the premium increases to a minimum. Anticipated renewals are 12 to 14 percent in the individual market.

For operations that want to provide employer-sponsored plans, there are several options and ways to finance your health insurance. Let's start with a small group, fully insured option. Many Nebraska Cattlemen members are considered small and will be eligible for an ACA-compliant product. As with individual and family plans, there are no underwriting requirements, and all coverage is issued on a guarantee basis. To secure a quote all you need to provide NCIG is a census. The carriers we



work with in this market include BCBS, United Healthcare, Medica and Aetna.

There are more options available for operations that are a little larger. If you have fewer than 50 employees, the ACA plans are still an option. If you have five covered employees, we have seen growth in a product called level funding. It's a hybrid between a fully insured plan and a self-insured plan. It's actually filed with the Nebraska Department of Insurance as a self-insured plan. Level funding products operate like a fully insured plan, but the single difference is the plans are dividend eligible. If you have good claims experience, a portion of your premiums are returned to you as a dividend. A word of caution with these plans: your claim utilization matters. If you have negative claims, you can count on a challenging renewal.

The largest operations with more than 70 people on the plan will selfinsure their health program. There are some companies that self-insure that have fewer employees, but there is a lot of risk associated with a self-insured plan. As part of our services, NCIG can meet with you to a review this option.

I'm excited to announce the Nebraska Cattlemen (NC) Exchange, powered by the FNIC Benefit Connection. This is a level-funded program that is underwritten by BCBS. The program is for operations with five covered members or more. It is an underwritten product, thus health statements are required from each employee covered under the plan and BCBS can decline coverage, so participation is not guaranteed. However, renewals are pooled among the members, which is the real value of joining the NC Exchange. For example, if BCBS calculates an 8 percent renewal, every member of the program gets 8 percent, regardless of how they have performed. Employers will have good years and bad years, but this program helps to ease the peaks and valleys. The renewal for 2023 will be approximately 5 percent.

Healthcare costs are on the rise. In the most recent Segal survey, they project increases in hospital and CONTINUED ON PAGE 50





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If you have any questions about Nebraska's BQA program or the BQA program in general, feel free to contact Nebraska BQA any time at *nebraskabqa@unl.edu* or call (308) 633-0158.

NCIG · CONTINUED FROM PAGE 48

physician costs as well as increases in prescription drug costs. Pharmacy costs are growing at the highest rate. Segal projects prescription costs to double, driven mainly by specialty medications. The good news is that the impact of COVID-19 on health care costs should start to diminish in 2023. The average premium increase in Nebraska for fully insured groups should be in the 12 to 14 percent range.

So that's it, an overview of the market we navigate for Nebraska Cattlemen members. Our goal is to make this as easy for members as possible so you can make informed decisions for yourself, your family and your employees. If you have specific questions, I encourage you to contact NCIG; we are happy to help. Contact me, Scott Morris, at (402) 861-7059 or *scott.morris@fnicgroup.com*.

About NCIG: NCIG was established as a partnership between Nebraska Cattlemen and FNIC, formerly The Harry A. Koch Co., to provide you, Nebraska's beef producers, with risk management services specific to the work you do. This joint venture is a valuable benefit for current and new NC members. With NCIG, you have access to a variety of leading carriers to provide a vast selection of products at competitive rates. Our team of licensed professionals provides support with claims, loss control, safety and compliance. You also have access to personal and employee health insurance options, including access to a direct primary care program powered by Strada Healthcare. Learn more at nebraskacattlemen.org/ncig or by contacting Joe Broekemeier, sales executive, director of ag, at joe.broekemeier@fnicgroup.com or (402) 861-7038. • NC •

Calendar

October

- 3 **BQA & BQAT Certification**, Ogallala
- 4 **BQA & BQAT Certification**, Lexington
- 5 **BQA & BQAT Certification**, Geneva
- 6 **BQA & BQAT Certification**, Columbus
- 7 **BQA & BQAT Certification**, O'Neill

Heartland Angus Marketing contact: Jemi - (402)358-1470

*View these bred heifers and all the listings by scanning the QR below!



- 8 Hereford Crossroads in the Heart City, Valentine
- NC Board of Directors Meeting, 11 Lincoln
- 11-12 R.A. Brown Ranch Annual Sale, Throckmorton, Texas
- Fink Beef Genetics Charolais 14 Female Śale, Randolph, Kan.
- 15 Fink Beef Genetics Angus and Charolais Bull Sale, Randolph, Kan.
- 18 **BQA & BQAT Certification**, Bridgeport
- 25 **YCC** Nomination Deadline
- 28 PAC Cornhole Tournament, Lincoln
- 29 NC Tailgate Party, Lincoln

November

- 4 Downy Ranch & Kniebel Cattle Co. Bull Sale, Manhattan, Kan. 7 Pharo Cattle Co. Bull Sale,
- Burlington, Colo.
- 10 Bieber Red Angus Bull & Female Sale, Leola, S.D.
- 12 Leachman Fall Harvest Sale, Fort Collins, Colo.
- 14 Hoffman Ranch Fall Bull Sale. Thedford
- Leachman Nebraska Stabilizer 19 Sale, Gering
- 24-25 NC Office Closed

December

- **Burke Cattle Cowboy Kind** 3 Female Sale, Genoa
- 3 Leachman High Altitude Sale, Loma, Colo.
- Pharo Cattle Co. Bull Sale, 3 Valentine
- 6 Cattlemen's College, Kearney
- 7-9 NC Annual Convention & Trade Show, Kearney
- 12 **BQA & BQAT Certification**, Norfolk
- 13 **BQA & BQAT Certification**, Beatrice
- BQA & BQAT Certification, 13 St. Paul
- 14 BQA & BQAT Certification, McCook
- 14 BQA & BQAT Certification, Thedford
- 26 **NC Office Closed**

2023

January

30 APEX Cattle Annual Bull & Bred Heifer Sale, Dannebrog

February

- 1-3 Cattle Industry Convention & NCBA Trade Show, New Orleans, La.
- 17 Hoffman Ranch Spring Bull Sale, Thedford



- ✓ All calves are weaned a minimum of 45 days
- ✓ 5 way respiratory and 7 way vaccines administered at 4+ months and 14 days prior to shipment
- ✓ Calves are certified by a third party and are graded by VDACS personnel. Calves must be L-1, M-1 or L&M2 with a flesh score of 4-6
- ✓ Heifers are guaranteed open, steers guaranteed against stags, and all calves are polled or dehorned
- ✓ Buyers can bid directly over the phone via Tel-O-Auction
- ✓ One owner and co-mingled loads of preconditioned cattle grouped in uniform load lots available
- ✓ **Purple Tag Program Bonus:** Calves' sires verified to be in the 70th precentile or better for yearling weight EPD
- ✓ Gold and Purple Tag Program Bonus: Calves owned at least 120 days by consignor

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inchers Livestock



By Galen Erickson, Ph.D.

Cattle Industry Professor of Animal Science and Beef Feedlot Extension Specialist, University of Nebraska-Lincoln

UNL's Feedlot Innovation Center to Enhance the **Beef State**

he University of Nebraska (UNL) is celebrating 50 years of the Institute of Agriculture and Natural Resources (2023) and 150 years of the College of Agriculture and Natural Resources (2022), and the theme of these celebrations is innovation. Consistent with this theme, we recently renamed our beef initiative to Beef Innovation: A Hub for Beef Excellence. As you can

for achieving our goals. The Eastern Nebraska Research Extension and Education Center near Mead was chosen as the site for this enhancement. After a great deal of planning with Settje AgriServices and fundraising, we are very excited to announce that, starting this fall, new construction will begin on the Klosterman Feedlot Innovation Center at the University of Nebras-

ka-Lincoln

(UNL). We are fortunate to have received commitments and funding from numerous companies and individuals to bring this

to fruition. While some fundraising is still necessary, we hope

to proceed

with con-



Draft layout for the Klosterman Feedlot Innovation Center at the University of Nebraska-Lincoln.

see, there is a consistent thread here: innovation in research, outreach/Extension and teaching.

Approximately five years ago, we began plans to develop new facilities for improving our tripartite mission focused on beef systems, and established that new, large-scale, diverse and innovative feedlot facilities were needed

struction in the fall while finalizing fundraising efforts.

Once constructed, we will be able to house 1,080 head in 18 open lots that are designed with infrastructure innovations to improve manure handling, cattle comfort and sustainability. In addition, we will have two cattle

CONTINUED ON PAGE 54





An injectable aqueous supplemental source of zinc,

manganese, selenium, and copper CAUTION: FEDERAL LAW RESTRICTS THIS DRUG TO USE BY OR ON THE

ORDER OF A LICENSED VETERINARIAN

ACTIVE SUBSTANCES PER ML: ... 60 mg/mL ... 10 mg/mL Zinc Manganese Selenium ... Copper 5 mg/ml 15 mg/ml

DOSAGE RECOMMENDATIONS: CALVES: Up to 1 year1mL/per 100 lbs. bodyweight CATTLE: From 1-2 years1mL/per 130 lbs. bodyweight CATTLE: Over 2 years1mL/per 200 lbs. bodyweight

Chlorocresol 0.1% (as preservative)

OTHER SUBSTANCES:

PRECAUTION: Selenium and copper are toxic if administered in excess. Always follow recommended label dose. Do not overdose

It is recommended that accurate body weight is determined prior to treatment

Do not use concurrently with other injectable selenium and copper products.

Do not use concurrently with selenium or copper boluses.

Do not use in emaciated cattle with a BCS of 1 in dairy or 1-3 in beef. Consult your veterinarian.

CAUTION:

Slight local reaction may occur for about 30 seconds after injection. A slight swelling may be observed at injection site for a few days after administration. Use standard aseptic procedures during administration of injections to reduce the risk of injection site abscesses or lesions.

WITHDRAWAL PERIOD Meat 14 days. Milk zero withdrawal.

DIRECTIONS:

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Inject under the loose skin of the middle of the side of the neck. Max volume per injection site is 7 ml



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	SUPPLE	MENTATION PRO	GRAM			
BULLS	3 times	per year				
BEEF COW	/S 4 week	s before breeding				
	4 week	s before calving				
DAIRY CO	WS 4 week	s before calving				
	4 week	s before inseminatio	n			
	at dry-	off				
CALVES	at birth	1				
	at 3 mo	onths and/or weaning	ý 2			
HEIFERS	every 3	months -				
	especia	Ily 4 weeks before b	reeding			
	gives planned da ent programs)	tes that can be varied	to suit			
	DOSAGE TABLE					
ΔΝΙΜΔΙ	CALVES	CATTLE	CATTLE			

	DC	OSAGE TABLE	
ANIMAL	CALVES	CATTLE	CATTLE
WEIGHT	UP TO 1 YEAR	1 - 2 YEARS	> 2 YEARS
(lbs)	1 ml/100 lb BW	1 ml/150 lb BW	1 ml/200 lb BW
50	0.5 ml	-	-
100	1 ml	-	-
150	1.5 ml	-	-
200	2 ml	-	-
300	3 ml	-	-
400	4 ml	-	-
500	5 ml	-	-
600	6 ml	-	-
700	7 ml	-	-
800	-	5.3 ml	-
900	-	6 ml	-
1000	-	6.6 ml	5 ml
1100	-	-	5.5 ml
1200	-	-	6 ml
1300	-	-	6.5 ml
1400	-	-	7 ml

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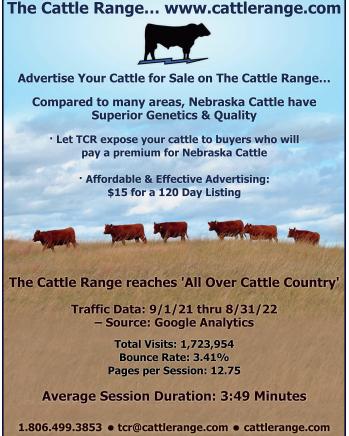




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NC Events

PAC Fundraising

The Nebraska Cattlemen Political Action Committee (PAC) fundraising committee will be hosting its 2022 Cornhole Tournament Friday, Oct. 28 at the Nebraska Cattlemen office starting at 7 p.m. Travel to Lincoln Friday night to attend both the fundraiser and the tailgate. Teams of two will compete for prizes while raising money for NC PAC. Entry fee is \$175 per team. **Register and find more information** at nebraskacattlemen.org, in the NC Insider or by calling (402) 475-2333. Thank you to our sponsors Artex Manufacturing, Diamond V, Lutz, Micronutrients, Neogen and Birdwood Beef.

NC Tailgate

The Nebraska Cattlemen Tailgate will be held Saturday, Oct. 29, 2022, at the Apothecary Building in downtown Lincoln. The tailgate will begin two hours before kickoff. Thank you to our sponsor Merck Animal Health. Stay tuned for more information on this event by following Nebraska Cattlemen social media and reading the NC Insider. = NC =



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INSIDE TRACK · CONTINUED FROM PAGE 52

comfort barns sponsored with a leading gift from JBS that will house 1,080 head in 18 pens (one barn as gable roof, one barn as monoslope design) with cattle on slatted floors. Again, numerous infrastructure innovations from industry are being incorporated into these designs for future testing and comparisons as well as education enhancements. We will also focus on cattle handling and animal welfare in our processing facilities used for receiving, load-out and vaccinations/treatments while cattle are in the feedyard.

For research facilities, one of the most critical components is sorting cattle to avoid bias in experiments. With a leading gift from Greater Omaha, we will have a state-of-the-art handling facility that will house up to two separate handling configurations to allow for testing, as well as a classroom for instruction and observation of cattle movement and training of personnel. Last, we are excited to honor the legacy of Terry Klopfenstein, Ph.D., by announcing the Klopfenstein Feeding Technology Center that will individually manage 240 head for nutrition, genetics and precision management research on growing and finishing beef cattle. The Klopfenstein Feeding Technology Center was made possible with a leading gift from the Nebraska Cattlemen Foundation and donations from many cattle feeders, alumni and friends who were impacted by Terry's long, distinguished career at UNL.

Numerous companies and individuals have contributed and are still contributing to see these plans come to fruition. We want to thank John and Beth Klosterman and family, Farm Credit Services, JBS, Greater Omaha, Dennis and Glenda Boesiger and countless individuals for their benevolence and gifts.

As always, feel free to stop by if you are in the area or contact myself or anyone at UNL to arrange a visit. We expect construction to start around harvest time and hopefully bring cattle in for research by the fall of 2023.





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Why Membership?

By Jessica Rudolph NC Director of Membership-Retention

Serving a Community, Supporting an Industry

South Central Cattlemen President Keith Hemberger is passionate about agriculture, spending time with his family and serving his community. When talking to Hemberger, it is easy to see how he humbly serves others and works toward the greater good.

A Silver Lake Public Schools graduate, Hemberger loved playing sports during his upbringing; he loves that playing sports teaches dedication and teamwork. While growing up, his dad raised farrow-to-finish hogs and farmed. He



The Hemberger family, left to right, Keith, Lane, Wyatt, Payton and Sara.

also worked on his uncle's farm where he was exposed to working with cattle and learned about the beef cattle industry. Hemberger attended Central Community College in Hastings on a full-ride scholarship for diesel mechanics, and he worked for Nebraska Machinery Company throughout college. His wife, Sara, farms her own ground and farms with her family along with selling seed corn. Hemberger currently works for a farmer and runs cows with Sara's family. The pair bought their first set of heifers together right before they were married.

Hemberger's involvement with the South Central Cattlemen began 10 years ago when a fellow member invited him to a South Central Cattlemen meeting where a former Husker football player was the keynote speaker. He remembers being excited about the speaker, and he wanted to learn more about the affiliate's activities. He began his service on the board of directors about four

> years ago, working his way to president. The affiliate has organized numerous meetings this year with Hemberger at the helm.

> "My favorite part of Nebraska Cattlemen is that they provide timely information," Hemberger says. "As president, I get to bring topics to my affiliate and line up the meetings. I also enjoy grilling steaks with my friends for meetings."

> Keith and Sara have three children – Lane, Payton and Wyatt. Wyatt plays football,

basketball and baseball and enjoys working with cattle. Hemberger says that he does not work with cattle as much anymore because Wyatt has taken over many duties. Lane is looking forward to playing football, baseball and basketball this year. Payton plays volleyball and enjoys riding her horse; she is learning how to run barrels and poles. The kids also have their own cows. The Hembergers enjoy going to Calamus Reservoir for fishing, tubing and golfing when they have free time.

The family devotes a significant amount time to serving their community. Hemberger helps coach the Sandy Creek junior baseball teams and helps fundraise for the baseball program. Four years ago, he started a fundraiser grilling steaks, hamburgers and hot dogs at various community events. It has turned into a large fundraising opportunity; they have already served more than 900 meals this year. Sara is involved with the Sandy Creek Booster Club, Sandy Creek Beef Booster program (Beef in Schools), Teammates Mentoring and various church programs.

Hemberger's favorite part of the beef cattle industry is the peacefulness of going out to the pasture and checking cows. He likes watching calves grow and finds the process to be very rewarding. Hemberger also appreciates Nebraska Cattlemen's work on agricultural policy. He gets excited for the Nebraska legislative session and tracking issues.

"Property tax relief and reform is the top issue on my list," he says. "I am grateful for Nebraska Cattlemen's work on this issue."

As president of his affiliate, Hemberger believes it is appealing to follow issues to communicate to his membership. He likes to bring awareness of current issues to the membership. He thinks that by simply being a member of Nebraska Cattlemen, you are supporting the industry.

"By being a Nebraska Cattlemen member, you are doing your part for the industry. You do not have to be there taking the bull by the horns in the legislature to make a difference. Nebraska Cattlemen does that for you," he says.

Hemberger is a great example of a member who serves his community and local affiliate while recognizing the bigger picture of supporting Nebraska's beef cattle industry. Every Nebraska Cattlemen member makes a difference by giving the association a strong presence on legislative affairs. Nebraska Cattlemen has diverse membership offerings. If you are interested in membership, visit *nebraskacattlemen.org/membership-form/.*



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Nebraska Cattlemen in Action

Rep. Flood Meets with Leaders



Ag leaders from across Nebraska meet with newly elected U.S. Rep. Mike Flood (R-Neb.) on Aug. 22 to discuss ways to work together to better Nebraska's ag industry.

NC President Attends Cass-Otoe Affiliate Meeting



NC President Brenda Masek gives an update on the latest NC happenings on Aug. 5 during the Cass-Otoe affiliate meeting.

PAC in the Pasture Brings Fun, Fellowship, Funds



NC members gather in the Sandhills at Kraye Angus Ranch for PAC in the Pasture on Aug. 9. PAC in the Pasture is a fun-filled night with fellowship, music and great steaks to benefit the NC State Political Action Committee.

NC Past Presidents Dinner



NC President Brenda Masek hosts the annual Past Presidents Dinner at the Bestol & Masek Ranch in the Nebraska Sandhills on Aug. 27. Past presidents who attended included, back row, left to right, Jeff Rudolph (2014), Dave McCracken (2015), Brenda Masek (2022), Ken Herz (2020), Homer Buell (1999), Pete McClymont (2006) and Mike Drinnin (2019), and front row, left to right, George Cooksley (2000), Byron Eatinger (1993), Barb Cooksley (2016), Dave Bruntz (1997) and William "Bill" Rhea III (2021).

NC Extends Appreciation to Seedstock Members



The Nebraska Cattlemen Seedstock Council and Membership Team host a Seedstock Producer Appreciation Luncheon at the Nebraska State Fair for Open Class beef exhibitors on Aug. 30. Thank you to our sponsors Kraye Angus Ranch, M&P Gelbvieh, Dybdal Charolais, Bull Barn Genetics and Pope Farms Genetics.

Beef Ambassador Educates Youth



Beef Ambassador Paige Wood, left, visits with students at the Nebraska State Fair Birthing Pavilion to provide educational materials and answer questions on Aug. 30.

Platte Valley Cattlemen Annual Outlook Meeting



Platte Valley Cattlemen hosts their annual outlook meeting on Aug. 15 in Clarkson. Producers gathered for networking and enjoyed a presentation from BALANCE4WARD on the cattle cycle and its impacts on cattle marketing.



The NC Board of Directors meets at the Hooker County Community Center in Mullen on Aug. 9.

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