

For Cattlemen By Cattlemen

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The Rural News Roundup

Compiled by CBW Staff

From the economy to recent heavy rains, here is a look at news headlines making an impact on rural America.

Rural Economy Optimistic

The economy in rural areas of 10 Midwest and Plains states remains strong as healthy rainfall this spring has helped crops. The overall economic index for the region grew to 60.5 in June from May's 58.8. That suggests growth in the months ahead. Creighton University economist Ernie Goss, who oversees the monthly survey, says the bankers are optimistic because of the consistent growth in the national economy and improving crop conditions. The confidence index grew to 60 in June from May's 54.5. The indexes range from 0 to 100, with 50 representing growth neutral. economic growth in the months ahead. The index is based on a survey of rural bankers in Minnesota, the Dakotas, Nebraska, Iowa, Illinois, Missouri, Kansas, Colorado and Wyoming.

House Fails Farm Bill

Farm groups and politicians in the Dakotas say the failure of the U.S. House to pass a farm bill is disappointing. The \$500 billion proposal failed on a 234-195 vote Thursday, June 20. Many Republicans wanted deeper cuts to the food stamp program, and the bill also suffered from lack of Democratic support necessary for the traditionally bipartisan farm bill to pass. Officials with the South Dakota Soybean Association say they had their hopes up but weren't surprised by the bill's failure. The Senate passed its version of the farm bill last week. If the

Any score above 50 suggests together on a bill, it's uncertain what will happen.

Rain Causes N.D. Death Heavy rainfall led to

swamped roads and farm

fields throughout southeastern North Dakota and northeastern South Dakota. The stormy weather late last week also downed trees and caused power outages in the region. Valley City, N.D. officials advised no travel as half a foot of rain submerged roads, and

Interstate 94 was closed near Casselton for a time. Wind toppled a grain bin onto a car in Clifford, but the people inside escaped uninjured. Widespread hail and heavy rain also hit northeastern South Dakota. The National Weather Continued on page 2



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CATTLE MARKET



Higher Steady

AP PHOTO/THE FORUM, MICHAELVOSBUR

Rescuers work to retrieve a submerged pickup and its occupant Thursday, June 20, 2013, in Dead Colt Creek two chambers can't come north of Gwinner, N.D. The pickup was swept off N.D. Hwy. 32 following heavy rains.

Creative marketing: Leonard's BIF presenters offer cattle breeding insight **Destination grocery shopping**

A South Dakota couple promotes beef, gains marketing insight

By Codi Vallery-Mills

For most of us, going to the local grocery store for a few hours isn't our idea of leisurely weekend entertainment, but for customers of Stew Leonard's grocery it is.

A retail grocery store chain in Connecticut and New York, Stew Leonard's has pushed food marketing to the next level. The chain doesn't just provide you with your daily meals; it provides you with an experience.

two of Leonard's stores. They were there on invitation because of their involvement with U.S. Premium Beef, which is part owner of National Beef Packing Company.

The pair, along with other ranch couples from Missouri and Kansas, spent two days visiting with Stew Leonard's customers about beef – handing out steak samples and helping shoppers pickout meat cuts for future meals.

Chad and Mary say it was a great chance to talk one-on-one with customers about beef. They helped dis-

Memorial Day weekend at the case. We met tons of people that love and eat beef daily."

> Chad agrees but cautions that the ag industry still has work to do. "I don't think that means we can ignore any issues, but I do think consumers are more accepting of beef then we have been led to believe."

The beef promotion event aside, what stood out to the couple while at Leonard's was the marketing prowess that seemed to be on diseverywhere they play looked.

Unlike traditional Midwest stores where the aisles run in rows, this grocery chain instead casually winds customers along a maze through every department. The objective is to get you to spend more time in the store. So between perusing the pineapples Continued on page 5

Bv Kasev Brown and Troy Smith for Angus Journal

"I'm a friend to any producer who has a reasonable breeding plan and sticks to it, whether it is a crossbreeding plan or a straight-breeding plan," said Tom Brink, president of JBS Five Rivers Cattle Feeding, as he explained breeding programs from the cattle feeder's perspective to participants of the 45th Beef Improvement Federation Research Symposium and Convention in Oklahoma City June 12-15.

Brink noted that cattle bred without a plan for quality are a cattle feeder's biggest problem. He said that 70%-80% of all packer profits come from valueadded beef premiums. Commodity beef is essentially a breakeven exercise.

Profits come from cattle that grade USDA Choice or better, Brink explained, adding that Five Rivers makes zero profits from cattle that grade Select. Unfortunately, he said, there are too many average or below-

feedlot, he said, include:

using breeds;

bred or hybrid bulls on a planned crossbred program;

BEING BULLISH

average cattle in the industrv.

"We don't need crossbreeding just for the sake of crossbreeding," he said. Breeding plans that work well in the

 planned crossbreeding complementary

· disciplined use of pure-

· well-planned and wellexecuted straight-breeding using Angus (or even Red Angus) that targets very high-value calves that grow and grid well.

Vale, S.D. ranchers, Chad and Mary Blair, witnessed what they deem "destination shopping" over

pel a few myths and along the way had a few of their own debunked.

"I think the TV media has us (the ag community) believing that consumers don't trust us or our product," says Mary. "That isn't

Citing feedlot data from JBS, the total economic

Continued on page 2

Compared to last week Slaughter cattle trading mostly steady in a light test. Dressed sales in Nebraska sold 1.00 lower on a limited numbers.

Full Market Report on page 5



Ipswich, S.D. will have a breezy Fourth of July holiday with WEATHER temperatures in the mid 70s and 20 percent chance of rain each day.	Regional Round-up9	Rodeo Leader10	Sale Calendar14
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Creative marketing

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and salivating over the baked goods you can stop and grab a coffee at the inhouse café.

Don't know what to do with the kids? Check out the on-site petting zoo created just for little ones. Or settle them down with an ice cream cone also available in the store.

It's a stark contrast from the fluorescent lit, get-inget-out shopping that many middle-of-America residents are accustom to.

"Whole families shop at Leonard's and everyone leaves having had a good time," explains Chad. "It something for them to do on weekends."

Stew Leonard's is a family-owned company that was built around the family's dairy in Norwalk, Conn. Its foundation is bringing affordable products to families and doing it with the utmost customer service.

Mary says it was evident that customer service was very important at the grocery stores they visited. Each department had several people on-hand ready to answer questions and help customers as they shopped.



Chad and Mary Blair, Vale, S.D. were among several ranch couples that had the chance to visit Stew Leonard's grocery chain to promote beef recently.



The grocery store chain tries to make shopping at its stores a casual affair. Instead of going up and down aisles, shoppers wind through each department on a path.

The meat and seafood departments at Leonard's are well staffed with meat cutters and fishmongers. Customers are asked what their price point is. Whatever the price point, an

employee helps them select a meat cut that fits that dollar value. Quickly gone then is the intimidation one may feel when looking at an endless meat case of cuts, sizes and prices.

Beef Promotion Props

During the Stew Leonard's Memorial Weekend Beef Promotion, in Connecticut and New York, four ranch couples – Chad and Mary Blair, Vale, S.D.; Lynn and Sue Pelton, Burdett, Kan.; Karl and Amy Langvardt, Alta, Kan.; Geoff and Christy Shinn, Jackson, Mo. and Bill and Debbie Miller, Kansas City, Kan. handed out thousands of beef samples to the more than 125,000 customers that visited Stew Leonard's four stores during the two-day event. And, the customers responded, buying more than 13,000 pounds of the New York strip steaks they sampled and more than 55,000 pounds of Porterhouse steaks.



COURTESY PHOTO

Ranchers handed out beef samples over Memorial Day weekend at Stew Leonard's in Connecticut and New York.

Back Row: Lynn Pelton, Burdett, Kan. and Karl Langvardt, Alta, Kan.

Middle Row: Debbie Miller, Kansas City, Kan.; Sue Pelton, Burdett, Kan.; Christy Shinn, Jackson, Mo.; Chad and Mary Blair, Vale, SD; and Bill Miller, Kansas City, Kan. and vice president of communications for U.S Premium Beef. Front Row: Amy Langvardt, Alta, Kan.; Geoff Shinn, Jackson, Mo. and grocery chain owner Stew Leonard.

It's not only customers that appreciate this handson salesmanship. The grocery chain has made Fortune magazine's top 100 companies to work for each of the last 12 years. Unlike most conventional retail grocery stores, Stew Leonard's employs more than 2,500 full and part time employees at its four stores in Norwalk, Newington and Danbury, Conn., and Yonkers, NY. Many of them are longtime employees with over 20 years on the job.

Montana Stockgrowers Mid-year meeting draws 175 to Missoula

The 2013 Montana Stockgrowers Association (MSGA) Mid-Year Meeting, held at the Hilton Garden Inn in Missoula June 7-8, drew approximately 175 participants from across the state for policy meetings and MSGA's annual Ranch Tour.

"We had an enjoyable Mid-Year Meeting in Missoula," said Tucker Hughes, MSGA president. "Meeting new folks from Western Montana and touring the Bitterroot Valley was an enjoyable experience for all."

The 2013 MSGA Ranch Tour began at the Missoula Smokejumper Center where attendees had the opportunity to see how the Forest Service trains Smokejumpers, as well as how they work to protect land and structures from dangerous fires. MSGA then traveled to the PEAS Farm which serves the local community, providing

low-cost vegetables and fruit for low-income individuals. The farm is also a community service outlet for troubled youth. The farm gave attendees a unique look into small scale, urban agriculture. Finally the tour traveled to the picturesque Bitterroot Valley and local ranches, Sutherlin Farms and Mytty Angus.

The keynote speaker at the Young Stockgrowers "Advocating for Ag" Lunch was Captain Peter Shinn, Iowa National Guard. Capt. Shinn discussed his work in Afghanistan, building communities up with agriculture. He discussed the needs of the Afghan people and how special teams composed of ag-savvy National Guardsmen and women worked to help the affected communities, teaching the people farming techniques. Capt. Shinn said, "It's hard to have national security without food security," and

regarded the United States as the most successful pioneer of agriculture.

One interim policy was passed through the policy process by the Cattle Health, Brands and Theft Committee recommending



that the MSGA board develop and submit comments to the Texas Animal Health Commission relative to their proposed brucellosis testing requirements for Montana, Wyoming and Idaho which would require a post-entry test for all breeding cattle and a post-calving test for heifers. MSGA is concerned about the precedent this could set for other states to restrict trade of Montana cattle.



One of the ranch tour stops was at Mytty Angus. Shown enjoying the stop from left to right: Rachel Endecott, Errol Rice, Dean Wang, and Jay Bodner.

Faith Livestock Commission Company www.faithlivestock.com 605-967-2200 • filc@faithsd.com • www.faithlivestock.com Image: Company of the sales on Mondays • Sheep sales on Wednesday 605-967-2200 • filc@faithsd.com • www.faithlivestock.com Image: Company of the sales on Mondays • Sheep sales on Wednesday Market Report Monday, June 24, 2013 Image: Company of the sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 A nice sale here for Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 Market Report Monday, June 24, 2013 Image: Company of the sale sale here for Monday, June 24, 2013 Market Report Monday, June 24, 20

Amy Dellera, John Henry Beardsley, Kelsey Haughian and Rachel Endecott at the Missoula Smokejumpers Center.



Approximately 175 participants from across Montana took in policy meetings and MSGA's annual Ranch Tour.

	// DIK & DIdy heiters BV		\$144.50
Melvin Woll	10 red & blk steers (banded)	594	\$146.00
D & N Koepplin	115 x bred lambs	88	\$111.00
Kimbell Russell	29 x bred lambs	129	\$ 96.00
E & J Rohr	51 x bred lambs		\$111.00
Irving Jordan	2 blk cows		\$ 82.50
Fishhook Ranch			
Riley Anderson	2 blk cows		\$ 82.50
Sharon Anderson	1 blk cow		\$ 79.50
	3 blk cows		\$ 79.50
Gene Bierman	1 blk cow		\$ 80.50
McTighe Ranch	2 baldy cows	1440	\$ 81.00
Grueb Ranch	1 blk cow		\$ 82.50
Bob Parker	1 red cow	1575	\$ 81.50

Upcoming Sales Monday, July 1, 2013 - NO SALE (Independence Day)

Monday, July 8, 2013 - Special yearling and sheep sale

July 8-10, 2013 - Western Video Market Sale in Reno, NV broadcast on dish network channel 399

Monday, July 15, 2013 - NO SALE

Faith Livestock 605-967-2200 Gary W. Van Sale Barn (fax) 605-967-2203 Scott Vance

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