

# PENNSYLVANIA ANGUS ASSOCIATION

CELEBRATING OVER 60 YEARS AS AN ASSOCIATION

[www.paangus.org](http://www.paangus.org)

December, 2018

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***NEWS! NEWS! JUNIOR NEWS!***

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***FINEST FEMALE SALE INFO - MARCH 29, 2019***

***NATIONAL JUNIOR ANGUS SHOW 2020***

***INFO - HARRISBURG, PA***





**2018 PA ANGUS ASSOCIATION  
OFFICERS AND DIRECTORS**

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Jim Kuhn	Deric Horting
Keith Rooker	Del Voight
John Nichols	Mindy Seese
Tim Livingston	Kyle Grim
Butch Otto	Dale Rains

**Advertising Rates**

Full Page	\$100.00
½ Page	\$75.00
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E-blast	\$25.00

**Next Deadline 1/08/19 to place advertising,  
submit news, or an editorial comment contact:**

Jamie Brozman – 484-221-3455  
[justenuffangus@gmail.com](mailto:justenuffangus@gmail.com)

**Awards Nominations**

If you wish to nominate someone for  
Stewardship, Promoter, Seed stock  
please contact:

Del Voight - 717-821-0699  
[delvoight@gmail.com](mailto:delvoight@gmail.com)  
Kyle Grim - 717-324-9869  
[beavercreekangus@gmail.com](mailto:beavercreekangus@gmail.com)  
Mindy Seese - 570-977-2055  
[seesefrailey@verizon.net](mailto:seesefrailey@verizon.net)

**2019 PA ANGUS ASSOCIATION  
MEMBERSHIP (NEW/RENEWAL)**

***Please complete this form and return by  
December 28<sup>th</sup>, 2018***

**PLEASE PRINT !!**

OWNER

FARM NAME

ADDRESS

CITY/STATE/ZIP

PHONES-HOME/CELL/FAX/FARM

EMAIL/WEBSITE ADDRESS

COUNTY

\_\_\_\_\_ \$35 – ONE YR FARM MEMBERSHIP  
 \_\_\_\_\_ \$2 – LADIES AUXILLARY MEMBERSHIP  
 \_\_\_\_\_ \$5 – JUNIOR LIFETIME MEMBERSHIP  
 (THRU AGE 21).

PLEASE INCLUDE JR NAME & BD

**TOTAL MEMBERSHIP DUES**

**ANNUAL BANQUET RESERVATIONS  
FRIDAY, JANUARY 4, 2019  
Red Lion Hotel, Harrisburg @ 4751 Lindle Rd.  
Harrisburg, PA 17111  
5:30-6:30 social hour; dinner 6:30 p.m.  
**Reservations essential! Cutoff Dec 28, 2018****

\_\_\_\_\_ Adult dinners @ \$20  
\_\_\_\_\_ Children 10 & under @ \$14

**TOTAL BANQUET RESERVATIONS**

\_\_\_\_\_ Business Card Ad, Newsletter \$100/yr

**TOTAL ENCLOSED**

Make check payable to PA ANGUS ASSOCIATION  
mail to Jamie Brozman, Secretary,  
354 Township Line Rd. Nazareth, PA 18064;  
484-221-3455  
[Justenuffangus@gmail.com](mailto:Justenuffangus@gmail.com)



### Message from our President

Dear Angus Breeders

This letter will be the last for 2018. We have done some heavy lifting this year. A successful Angus Field Day at Penn State with Dan Moser from the Angus Association. The Juniors stepped up to put on the 2020 National Angus Show. At the National Angus Convention Woods Angus was recognized as a Century Farm. You may recognize the fourth generation as McKean Brothers Angus and Rains Angus. Madison Weaver was also crowned Miss American Angus for the coming year. Great job to the families and individuals involved in these events and activities for this past year.

The upcoming year promises to be just as rewarding. Please look at the newsletter for all the events at the Pa Farm Show. Our Annual meeting and banquet will be held Friday evening. I want to thank the nomination committee led by Tim Livingston for their slate of officers. I would ask you to get your names and farms in for the state awards. I look forward to seeing everyone in January.

Lastly, I would like to take this time to thank the officers and directors of the Pa Angus Association for their work in 2018 and their support as we go into 2019. I would also like to thank those who have donated time and money to allow this association to do the things we do. Enjoy this time over the Holidays with family, friends Angus Cattle.

Merry Christmas

Chad Cash



### AMERICAN ANGUS ASSN. ANNOUNCES THE TEN PENNSYLVANIA BREEDERS WHO REGISTERED THE MOST ANGUS

The 10 producers who registered the most Angus beef cattle in the state of Pennsylvania recorded a total of 507 Angus with the American Angus Association® during fiscal year 2018, which ended Sept. 30, according to Allen Moczygemba, Association chief executive officer.

The 10 top recorders in Pennsylvania are: Beaver Creek Angus, Thomasville; Greg Mc Kean, Mercer; Mc Kean Bros, Mercer; Oak Hill Angus Farm, Avella; Em Brook Angus, Schellsburg; Lorson Angus Farms, Jersey Shore; Pennsylvania State Univ, University Park; Cherry Knoll Farm Inc, West Grove; Karma Springs Angus, Blain; Howard & Audrey Updyke, Meshoppen.

Angus breeders across the nation in 2018 registered 327,067 head of Angus cattle. "Our growth this fiscal year continues to demonstrate strong demand for Angus genetics and solidifies our long-held position as a leader in the beef cattle industry," Moczygemba says. "These results underscore our members' commitment to providing genetic solutions to the beef cattle industry."



#### Century Award Winner

Woods Angus — Rains Angus and McKean Brothers, Mercer, Pa., received a Century Award Nov. 5 during the American Angus Association's Awards Recognition Breakfast, held in conjunction with the 2018 Angus Convention in Columbus, Ohio. The award recognizes herds and their owners and families who have been in continuous production of registered Angus cattle for 100 years or more. Pictured, from left, are: Greg and Peggy McKean; Kallie Knott, 2018 Miss American Angus; Dale Rains and Chance Rains; and Allen Moczygemba, American Angus Association CEO. Photo by Eric Mull, on behalf of the American Angus Association.

Where's  
the  
Beef?

Your Name Here

We are still searching for a beef sponsor for the banquet - if you or friends would like to join together and sponsor let us know.



## **NJAS 2020 Committee Descriptions**

- \*Notes:
  - The parent can not be the adult chair of the committee if their child is the junior chair.
  - Communication is key and all committees will work with other committees.
  - Think of creative themes!! We will decide on a theme at Farm Show!
  - You can serve on more than one committee.
  - Looking for people to serve on committees and each committee will need an adult and jr. chair.
- Executive
  - Will oversee all of the committees. This committee will need 2-3 Jr. Chairs as well 2-3 adult chairs. There will also be Show Secretary and a Show Treasurer.
- Fundraising
  - Coordinate the effort to fundraise \$100,000. This includes selling program ads for the program booklet. They will also be in charge of exhibitor gifts.
- Grounds
  - They will coordinate the fair grounds layout as well as assisting with unloading trailers. They will also help with the American Angus Association's facility needs. They will also help with showing maintenance.
- Decorating
  - They will help to decorate the grounds as well as the showing.
- Jr. Social
  - Coordinate activities for juniors such as a dance. The jr. social will also take on the responsibility of the tailgate.
- Welcoming
  - They will have to supply welcoming bags for the families. They will also have to organize a crew for welcoming the families.
- Queens Reception
  - Coordinate a social gathering that includes lunch. This committee also supplies each attendee with a gift.
- Opening Ceremonies
  - Coordinate the opening ceremonies program. Assist with state lineup for the opening ceremonies. Also conduct a community service activity for that night.
- Gifts & Awards
  - Will have to find class awards/educational awards as well as judges gifts.
- Promotion
  - Use social media to promote the show. Will also coordinate with the American Angus Association.
- Education
  - Need to find contest judges as well as volunteers to help during the contests.
- Show Office
  - Will assist with questions from exhibitors. Volunteer to help throughout the week wherever needed.



# JUNIOR ROUNDUP

## 2018 Officer Team

### PA Junior Angus Association

**President,** Daniel Rohrbaugh  
**Vice-President,** Elizabeth Voight  
**Secretary,** Kaitlin Bell  
**Assistant Secretary,** Samuel Parr  
**Treasurer,** Grant Cash  
**News Reporter,** James Voight  
**Assistant News Reporter,** Madison Weaver  
**Directors- (1 year term)** David Bell, Michael Butz, Connor Grim, Carrie Rutledge  
**Directors- (2 year term)** Haley Sweitzer, Katelyn Taylor, Kiersten Baker, Grant Fitzgerald

## Meat Raffle



At the Breeder Show, the juniors voted to have a Meat Raffle rather than a Semen sale. A committee was formed and they have been working on putting together a raffle. They have obtained a Game of

Chance License and Sysco has generously donated 32, ten oz. Boneless CAB Strip Steaks. Special thanks to Tory Meyer and Mrs. Danette Strause for helping to get this donation! At the Farm Show meeting, each PJAA family will receive a certain amount of tickets to sell. Each junior family will have approximately 5 months to sell these tickets. The winning tickets will be drawn at the Pa Angus Breeder Show. If we all do our part, this fundraiser will be a great success! Thank you in advance for your help! If you have any questions, please contact James Voight.

**Shout out to Madison Weaver  
Miss American Angus - We are so proud of you!**

**Pennsylvania are pleased to announce they will be hosting the 2020 National Junior Angus Show in Harrisburg, PA. The PA Juniors look forward to 2019, and thank everyone who has supported them along their way!**

If we could have those that would like to serve on a committee or a chair please send an email to Liz Voight at [voightwev@gmail.com](mailto:voightwev@gmail.com) or Daniel Rohraugh at [drohrbaugh99@gmail.com](mailto:drohrbaugh99@gmail.com) by Farm Show.

Please note that:

- The parent can not be the adult chair of the committee if their child is the junior chair.
- Communication is key and all committees will work with other committees.
- Think of creative themes!! We will decide on a theme at Farm Show!
- You can serve on more than one committee.
- Looking for people to serve on committees and each committee will need an adult and jr. chair.

Thanks,  
Daniel Rohrbaugh

**Happy Holidays**  
**and our**  
**Warmest**  
**Wishes**



### Graduating High School Seniors And College Students

The Pa Angus Auxiliary Scholarship is for any graduating senior in high school or college student. Contact Nancy Frey for information and application, e-mail [nfrey@freysupply.com](mailto:nfrey@freysupply.com) or call 717-548-1351.

Applications are due Feb 20, 2019.

### Moos from the Secretary

Now is the time to look back and be thankful for our blessings, make plans for the future and to try to forget our challenges. This year has been the wettest we have seen, I pray our land and animals will benefit from this crazy year in 2019. I certainly feel blessed to have each of you in our life as our Angus Family!

If there is something you would like to see changed please don't hesitate to reach out to myself or anyone on our officer team we love to hear from you. If your new year plans bring you to the 103rd celebration of the Farm Show stop on by the Angus Booth we would love to see you and chat about the best breed in the business.

**May each of you have a Blessed Christmas and a Happy Moo Year - Jamie Brozman**



## Pennsylvania Native Crowned Miss American Angus

With the crowning of Madison Weaver, Ephrata, Pennsylvania, Miss American Angus (MAA) took its first steps into its 51<sup>st</sup> year. Chosen from the pool of Auxiliary scholarship winners, the five candidates competed during the fifth-annual Angus Convention hosted in Columbus, Ohio, Nov. 3-5, 2018. Contestants for the title included Weaver; Lindsey Decker, Philo, Illinois; Reagan Skow, Palisade, Nebraska; McKayla Raines, Seaman, Ohio; and Katie Brock, Stilesville, Indiana.

“The Miss American Angus candidates this year were once again top notch,” said Cindy Ahearn, American Angus Auxiliary president. “As the start of a new half century, this year’s Miss American Angus is a special one, and we are excited to work with Madison this year.”

Each contestant applied for the scholarship competition in the spring, and the application was considered in the judging for the title. While in Ohio, each contestant gave a speech titled “Believing in Better”, answered impromptu questions, took a written exam and were interviewed by three judges.

“This contest taught me a lot about how to deal with nerves; sometimes I can get myself worked up,” Weaver said. “This contest taught me how to control that and to just be myself no matter what.”

Snatching every opportunity available is something the newly crowned MAA learned from her mother. Weaver credits her mother, queen in her own right in the dairy industry, for the encouragement and confidence to compete for the title.

“I remember checking the box that I wanted to run for Miss American Angus and just thinking ‘wow, this is really happening,’” Weaver said.

Weaver witnessed leading by example from previous MAA title holders who left a lasting impression on the previous Miss Pennsylvania Angus. She is excited to continue advocating for the Angus breed and cattle industry while serving as a mentor for aspiring, young Angus breeders.

“Wearing the crown is an amazing and humbling opportunity,” Weaver said. “I am honored to walk in the footsteps of previous title holders of Miss American Angus.”

Thankful for her roots on the East coast, Weaver is looking forward to visiting producers all across the nation. The Midwest in particular catches her eye as the National Western Stock Show (NWSS) hosted in Denver, Colorado, is her first event in this new role.

“I have never been to Denver for the National Western, so I am really looking forward to that,” Weaver said as she tried to steady her hands and control the growing smile.

“When I walked on stage, I figured there was no way I would be crowned, that I would just head home and business as usual,” Weaver said. “When they called my name, all sorts of emotions flew through my head. When Cindy Ahearn hugged me, that made it real.” The Penn State University freshman is studying animal science and agricultural business with aspirations to study ruminant nutrition and possibly attend veterinary school.

“Of course, I want to leave a lasting legacy, but I am looking forward to gaining more knowledge about the industry and helping producers improve their herds any way I can, too,” Weaver said. “The NJAA [National Junior Angus Association] truly prepared me to carry this title. I am so thankful for the opportunities provided by the Association.”

- *Written by Lindsay King, Angus Journal*



## News from the Switch

(aka show winners)

**2018 Keystone International Livestock Exposition ROV Angus Show – Harrisburg, PA.**  
**Garrett Lampe, Tremont, Ill. evaluated the 93 entries.**

### Grand Champion Cow-calf Pair

Iron MTN Pam C084 won grand champion cow-calf pair for J H Keifer Farm, Bangor, Pa. She is a February 2015 daughter of Connealy Consensus 7229. A June 2018 bull calf sired by Keifers Big Mike C98 completed the winning duo.

### Reserve Grand Champion Bull

CD Final Product won for Courtney Dahlquist, Washington, Pa. He is December 2016 son of Cherry Knoll Product 1271. who first won senior champion.

### Senior Bull Calf Champion

MK Silver Star E94 won for J D H Cattle Company, Dover, Pa., and Myron Kennedy, Brookeville, Md.

### Reserve Junior Bull Calf Champion

Double C Insight 1801 won for Claudia Hissong, Greencastle, Pa.

### Intermediate Champion Heifer

Triple N Tess Charm E58 won for Brittany Truax, Harrisonville, Pa.

### Reserve Intermediate Champion Heifer

BK Mignonne 67 won with Karli Berkheimer, Dillsburg, Pa.

### Premier Exhibitor

Karli Berkheimer, Dillsburg, Pa., won premier exhibitor.

**2018 Keystone International Livestock Exposition Junior Angus Show – Harrisburg, PA.**  
**Ryan Rash, Crockett, TX. evaluated the entries**

### Owned Intermediate Champion Heifer

Triple N Tess Charm E58 won for Brittany Truax, Harrisonville, Pa.

### Owned Reserve Junior Heifer Calf Champion

ANS Scaaras Diva 5702 won with Allison Schmuck, Somerset, Pa.

**2018 New York State Fair 8/27/18**  
**Blake Boyd, Mays Lick, Ky**

### Grand Champion Cow-calf Pair

Iron MTN Pam C084 won for J H Keifer Farm, Bangor, Pa. She is a February 2015 daughter of Connealy Consensus 7229. A June 2018 bull calf sired by Keifers Big Mike C98 completed the winning duo.

### Intermediate Champion Heifer

Keifers Norma E56 won with Hunter Hopstetter, Bangor, Pa.



### Priefert Tru Test Giveaway

Barry Endy, Canonsburg, Pa., won the Priefert and Tru-Test by Datamars complete cattle handling system giveaway, Nov. 4 at the 2018 Angus Convention, Columbus, Ohio. Pictured from left are Mike Burris, Priefert sales representative; Barry Endy, recipient; and Brandon Schweiss, Tru-Test by Datamars, marketing manager. Photo by Eric Mull, on behalf of the American Angus Association.



### Gator Crossover Utility Vehicle Giveaway

Theresa Neff, Sidman, Pa., won the John Deere XUV835M Gator™ Crossover Utility Vehicle giveaway Nov. 4 at the 2018 Angus Convention, Columbus, Ohio. Pictured are Theresa Neff in her new John Deere Gator, and Justin Marovec, John Deere sales manager. Photo by Eric Mull, on behalf of the American Angus Association.

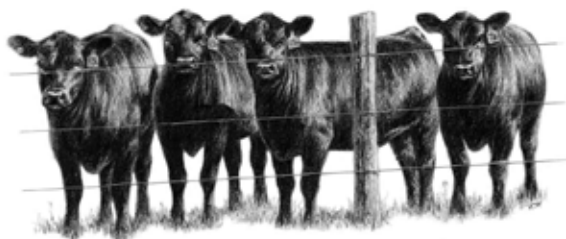
### 2019 Calendar of Events

Dec	<b>Renew your dues</b>
Dec 11	<b>Penn State University</b> , Online Sale, <a href="http://www.Anguslive.com">www.Anguslive.com</a>
Jan 5-13	<b>103rd PA Farm Show</b> , Farm Show Complex, Harrisburg, PA
Mar 29	<b>PA Bull Test Sale &amp; Finest Female Sale</b> , LEC Center, PA Furnace, PA
July 4-6	<b>PA Breeders Show</b> , Huntingdon, PA

If you have an event and would like it listed on the calendar just contact Jamie Brozman at [justenuffangus@gmail.com](mailto:justenuffangus@gmail.com) or 484-221-3455



Do you have a great photo you would like to share Jamie Brozman is putting together the 5th annual slide show for the banquet, do you want to see your photo??? Text 484-221-3455 or E-mail justenuffangus@gmail.com.



**2018 PA State Fair Queen - Pictured left to right, Alexis Cash, Dr. Erskine Cash, Wilhelmina Cash, Elizabeth Voight (Queen), Lori Voight, James Voight, Del Voight.**

January 20, 2018 marked the beginning of a new journey for me...the evening I was crowned the 2018 Pennsylvania State Fair Queen. Growing up, there were a few things that were near and dear to me: God, family, basketball, Angus cattle, and my involvement with the fair. My passion for these things helped to guide me through life and in some cases, they inspired me to serve as a representative for them. At a rather young age, I assumed the role of an Angus Sweetheart and later became the Pennsylvania Angus Queen. Little did I know that these experiences were preparing me for another role in the near future. In 2017, I was privileged to be crowned the Lebanon Area Fair Queen. Then, I went on to compete at the PA State Fair Convention against 58 contestants from around the state. Contestants were scored on their introduction, essay, interview and speech. I was honored to be crowned the Pennsylvania State Fair Queen! Serving in this capacity, I have traveled throughout the state speaking at various functions such as the State Farm Women's Spring Rally, met with legislators at

Cornucopia, interacted with the general public and made crafts with children at Ag Progress Days, worked with inner city children at the Farm City Program as well as traveled over 6,000 miles to attend numerous fairs across the state. I had the privilege of working closely with the Secretary of Agriculture, Mr. Russell Redding, and was able to promote my love of agriculture and fairs to others. Through this experience, I have no doubt acquired many life skills, met many wonderful people, and have developed an even deeper appreciation for the agricultural industry. It truly has been a pleasure to serve as the 2018 Pennsylvania State Fair Queen!

**Elizabeth Voight**



**2018 PA State Fair Queen Elizabeth Voight (Queen), PA Ag Sec of Ag. Russell Redding, Alternate PA Fair Queen Haley Sweitzer, both are PA Juniors!**

**2019 PA Farm Show  
JUNIOR ANGUS MEETING NOTICE**

**January 5, 2019 - 2 PM - Erie Room**

**This is a very important meeting to discuss, 2020 National Junior Angus Show, as well as election of officers, and selection of NJAB board candidates, & voting delegates.**



**LEAD 2018 - Daniel Rohrbaugh, Brody Fitzgerald, Tori Meyer, Haley Sweitzer, Grant Cash, Grant Fitzgerald, Samuel Parr, & Madison Weaver attended.**





**Thank you buyers & bidders for making our  
11th Annual Sale a SUCCESS!!**

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# 26<sup>TH</sup> ANNUAL PENNSYLVANIA'S FINEST FEMALE SALE

The 26<sup>th</sup> Annual Pennsylvania's Finest Female Sale will be held on **Friday, March 29, 2019**, at the Pennsylvania Livestock Evaluation Center in Pennsylvania Furnace, Pennsylvania. This year's sale will be again held in conjunction with the Annual Bull Test Sale and will follow the Simmental Female Sale.

## 2019 CONSIGNMENT FORM

Please provide the following information for your PA Finest Female Sale entries:



Farm Name: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Animal Name: \_\_\_\_\_

Registration Number: \_\_\_\_\_ Sex: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Sire: \_\_\_\_\_ Dam: \_\_\_\_\_

(Be sure to include breeding/calf information, show wins or any other information you want included in the footnotes)

**It is our sincere hope that you will participate in this sale—our friends at the Pennsylvania Livestock Evaluation Center and the rest of the PA Angus Association are planning a very special event. We are looking to feature cows that are six years of age and younger that have spring 2019 calves at side, or with fall 2018 heifer calves at side, as well as spring 2018 heifers of show caliber. Heifer calves at the side of their mothers, as well as females bred back A.I. by sale time, are always ideal. Consignments are not required to be halter broke.**

Note: We cannot consider for sale any positive carrier of a known genetic disorder. All potential carriers must be tested and the results of the testing from the accredited lab will need to be made available to the sale manager.



**SEND YOUR CONSIGNMENT FORM BY JANUARY 29, 2019, TO:**

American Angus Hall of Fame, PO Box 660, Smithville, MO 64089 ☐ [jenny@angushall.com](mailto:jenny@angushall.com) ☐ Fax: 816-532-0851



## **BSE Crisis Averted - Thanks, Beef Checkoff**

[Greg Henderson](#)

August 30, 2018 03:13 PM

This week's BSE news from [Florida was a non-event](#). The fact it became a non-event means consumers weren't unduly frightened about eating beef, nor were markets see-sawed by volatility from uncertainty.

In fact, more industry harm was done by a sensational and irresponsible article by Consumer Reports – [“What’s Really In Your Meat?”](#) – published this week that purports to analyze the amounts of banned or severely restricted drugs that may end up on your dinner plate in the form of beef.

The common silver lining of these two events is they underscored the value of your beef checkoff, and the work it does on your behalf to minimize the damage from unexpected crises. To fully appreciate that this week's news was a blip rather than an eruption, one must remember the events of 15 years ago.

The beef checkoff program is much more than the “Beef. It’s What’s For Dinner!” campaign. On Dec. 23, 2003, Ag Secretary Ann Veneman announced in a hastily called news conference the nation's first case of bovine spongiform encephalopathy (BSE) – also referred to as mad cow disease – had been discovered near Yakima, Wash. Overnight, many nations halted beef imports from the U.S., and executives at beef and dairy trade associations cancelled any last-minute Christmas shopping to field nonstop calls from media.

Less widely known is the fact USDA alerted industry groups such as the National Cattlemen's Beef Association that the BSE announcement was forthcoming. NCBA, a contractor to the beef checkoff, was not caught flat-footed. In fact, they had an emergency plan in place for nearly 10 years in the event of such a crisis.

Each year an audit of checkoff-funded work is completed by an independent third party. The beef checkoff's public relations team earned high marks for its handling of the BSE crisis in 2003 and 2004, with the auditor saying, “the PR program helped pave the way for neutral and/or positive coverage of beef” during the crisis.

Further, the auditor said, “the PR team's BSE preparation work and skilled media management during the first reported BSE case won numerous PR industry awards for excellence in 2005 and, more importantly, worked to maintain media and consumers' assurance in beef safety when the second BSE case was discovered.”

Those PR victories help alleviate consumer concerns over BSE at home, but the loss of beef's export markets due to BSE hysteria abroad cost American cattlemen billions of dollars in lost sales. The 2003 beef export value was \$3 billion, which dropped to \$1.1 billion in 2004 due to BSE. Over time, U.S. exports recovered and made inroads into new markets. In 2017 the value of U.S. beef exports was \$7.3 billion, and this year export values were up 21% through June, totaling \$4 billion, on pace to eclipse \$8 billion for the year. The beef checkoff's role in crisis management and subsequent promotion of U.S. beef to our trading partners has played a huge role in that success.

### **U.S. Beef is World-Renowned for Quality and Safety**

Successfully communicating factual information about BSE and the firewalls in place to protect the food supply has now made BSE announcements ho-hum events.

Similarly, when activists or organizations target beef with skewed or dishonest claims, the beef checkoff is prepared to answer. This week, when Consumer Reports published its article that based findings on unconfirmed residue screening tests of meats, the checkoff [issued a statement](#) warning consumers that the information was false and misleading.

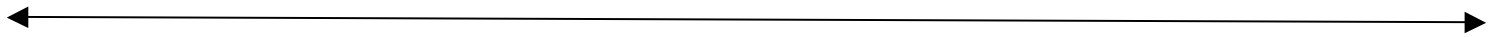


A statement attributed to John Robinson, vice president of membership and communications at NCBA, said, “Knowingly printing inaccurate and misleading articles, which rely on information that is known to be false, misleads consumers about the competency of the current food safety programs in place at USDA. Those programs have long been the global gold standard for food safety and today they continue to provide overlapping safeguards to ensure consumers are receiving wholesome and safe products.”

Even [USDA’s Food Safety and Inspection Service felt compelled to correct](#) Consumer Reports’ article, calling it “sensational and fear-based infotainment aimed at confusing shoppers with pseudoscience and scare tactics.”

Robinson’s statement continued: “The author of ‘What’s Really in Your Meat?’ admits that the article’s findings are uncertain and any potential risks are unknown. The reality is that America’s beef producers take food safety seriously, as do the government agencies that regulate and monitor production in the United States. To suggest otherwise is false and irresponsible.”

Thanks to cattlemen-funded checkoff programs, this week’s potential market disruptors were non-events.



# Endless Mountains Agricultural and Environmental Services

## Nutrient Management and Manure Management Planning Services

If you are in need of Nutrient Management or Manure Management Planning, I am booking for the 2019 Crop year.

You may reach me at 570-833-4482 (H/O) or 570-905-4378 (C); [geneval1@frontier.com](mailto:geneval1@frontier.com)

Eugene Trowbridge, contact

PA Certification: 846-NMC



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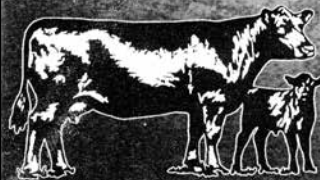


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