

# The National Producer

National Livestock Producers Association

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## Beef Board Continues Funding of Beefmobile

**Colorado Springs, Colo. (Oct. 12, 2004)**—The outreach success of the Beefmobile among grassroots producers and consumers during fiscal year 2004 caught the attention of the Beef Promotion Operating Committee which authorized \$150,000 for funding for fiscal year 2005: \$125,000 from the producer communication budget and \$25,000 from the consumer-promotion budget. This level of funding from the Cattlemen's Beef Board enables the Beefmobile to make 75 producer stops and 15 consumer stops across the country.

The Beefmobile's primary responsibility has been – and will continue to be – sharing information about beef checkoff research and promotion programs with producers at livestock marketing facilities and various livestock events. Its secondary purpose is to provide consumers with beef safety and nutrition information at selected state fairs and food festivals, toward the Beef Board's overarching goal of increasing consumer demand for beef and beef products.

“The Beefmobile is a tremendous tool that connects producers to their national Beef Checkoff program,” states Nelson Curry, chairman of the Cattlemen's Beef Board. “And producers are telling us that they like this direct link to the national beef checkoff.”



Curry adds that the Beef Checkoff Program mandates that producers know how their checkoff dollars are invested, and the Beefmobile is one of numerous avenues used by the CBB to provide information to producers. The checkoff plan of work approved for fiscal 2005 includes \$2.1 million for producer communications, with the Federation of State Beef Councils further increasing checkoff-funded producer communications programs by \$773,000.

The Beefmobile project is conducted on behalf of American's beef producers and the Cattlemen's Beef Board by the National Livestock Producers Association (NLPA). NLPA serves as one of the Beef Board's contractors for checkoff-funded programs.

Jack Hanson, a cattle producer from Susanville, Calif, and chairman of NLPA, acknowledges the 20-member Beef Promotion Operating Committee for its fiscal 2005 funding of the Beefmobile.

“The Beefmobile was introduced to the beef industry in fiscal year 2004 because the CBB recognizes that the rank-and-file beef producer is important,” Hanson states. “Many beef producers cannot get away from the farm or ranch for state or national meetings, so the Beefmobile was created to go to them. And the ideal place is the local livestock marketing facility, plus other

### What's Inside?

NLPA Hires New Beefmobile Wrangler . . . . .	2
NLPA Thanks Peavey for Service to Industry . . . . .	3
Animal Identification: The Year in Review . . . . .	4
Supreme Court Reviews Beef Checkoff . . . . .	6
Dairylea Plays Role in Animal Identification . . . . .	7
Tennessee Producers Celebrates 40 Years . . . . .	8

*continued on page 3 . . .*

## NLPA Hires Orsburn as New Beefmobile Wrangler

The National Livestock Producers Association is pleased to announce that Tracey Orsburn of Harrison, Neb., will marshal the Beefmobile for its second tour across the nation.

Orsburn grew up on a farm in Central Nebraska and has a diverse background in agriculture and the livestock industry.

"I showed market cattle in 4-H as was an active member of my high school FFA Chapter and took every agricultural education course offered," she said.

Orsburn has a Bachelor's degree in Agriculture Education from the University of Nebraska at Lincoln in 2002. She went on to become a high school agricultural education instructor and Future Farmers of America advisor for two years in Rushville, Neb.

"Teaching and agriculture have both been big passions of mine," she said. I am looking forward to serving as the NLPA Beefmobile Wrangler because it will give me the opportunity to incorporate these passions into a career."

Orsburn has also been exposed to livestock auctions - she has worked on the yardcrews for both Crawford Livestock Auction in Crawford, Neb., and Sheridan Livestock Auction in Rushville, Neb. Orsburn said she is proud to have an opportunity to share information about the Beef Checkoff with livestock producers.

"There are several aspects of the checkoff that I don't think producers see or understand because they may not know what programs are funded by the beef checkoff or they misunderstand their purpose," she said.

Orsburn said the purposes of the checkoff are important to clarify because all producers are required to pay into the checkoff.

"I think it is important for producers to see where their dollars are going and how they and the industry are benefitting from programs the beef checkoff funds," she said. "There are many misconceptions out there and the Beefmobile is a great tool to clear those up or at least find out what the questions and concerns are so that we as an industry can address them."

Orsburn started her job as Beefmobile Wrangler on Nov. 1st. She had the opportunity to travel with RaeMarie Gordon, who was the Wrangler last year.

"RaeMarie is very passionate about the beef industry and I am inspired by her wealth of knowledge toward the checkoff and the industry itself," she said. "This is a big job too - there is so much to do before the actual visit and lots of follow-up after the stop."



Tracey Orsburn of Harrison, Neb., will serve as the 2005 Beefmobile Wrangler.



### **The National Producer**

*Bi-monthly newsletter of the National Livestock Producers Association*

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# NLPA Commends Peavey's Years of Service to the NLPA Sheep & Goat Fund

**Colorado Springs, CO** – John Peavey was one of the founding members of the National Livestock Producers Association's Sheep & Goat Fund Committee back in January 2000. After more than four years of service to NLPA, Peavey is retiring from the Committee.

"NLPA is grateful for John's expertise on this groundbreaking project," R. Scott Stuart, NLPA President said. "He has brought insight as both a sheep producer and lawmaker that has benefitted our program."

Peavey is a third-generation sheep rancher who lives in Ketchum, Idaho. Peavey, his wife, Diane and their son, Tom have been working together the past 20 years.

"We usually have about 4,200 ewes that go to California for lambing," Peavey said. "But they come back to our ranch near Carey, Idaho in the Spring. We run about 1,000 cows on our ranch as well."

Peavey has been a member of the American Sheep Industry Association for many years and represented the National Sheep Industry Improvement Center on the NLPA Sheep & Goat Fund Committee. He also served on the Idaho State Senate for 21 years.

Peavey noted the importance of the NLPA Sheep & Goat Fund and how it has affected the sheep and goat industries.

"I am proud of all the loans we made when we made them. The Fund has made positive strides toward rebuilding the industry's infrastructure," he said.

"The Committee has made many of helpful loans from small packing operations and sheep and goat dairies to large wool warehouses. The industry has finally stopped shrinking and the Fund has been a part of the industry becoming profitable again."

As for the future of the Fund, Peavey said he would like to see the Committee loan out the remainder of the capital and see the current loans mature and revolve the money back into the Fund. "

"Personally, I would like to see the Committee establish loans with cottage packers - lamb is such a wonderful product!" he said.



John Peavey

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## ***Beefmobile, continued from page 1 . . .***

industry events such as a farm show or state fair where they gather in large numbers."

Curry and Hanson agree that the beef checkoff investment is significantly enhanced by also having the Beefmobile deliver beef safety and nutrition information and recipes to consumers at retail stops, food fairs and state fairs when the beef art-emblazoned vehicle is making producer communication stops in a state.

A bonus of the Beefmobile, Hanson says, is that it serves as a rolling billboard for the beef industry.

"With eye-appealing steaks and a hamburger as the Beefmobile décor, we are bound to have consumers who definitely want to eat beef at their next meal," Hanson states.

The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and

imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef.

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# ***Animal Identification - The Year in Review***

Animal identification has been an item of discussion in the livestock industry for several years, but one cow in Washington made it a hot-button issue that has garnered a lot of attention this year, especially from government officials.

Back in 2002, several industry leaders started developing a work plan that was dubbed the national Food Animal Identification Plan, which later evolved into the National Animal Identification System (NAIS).

On Dec. 23, 2003, a cow in Washington state yielded test results positive for bovine spongiform encephelopathy (BSE) or Mad Cow disease. The findings caused immediate effects on the U.S. cattle market and made everyone question the country's ability to trace an animal's origin in order to protect the health of the nation's livestock herds.

In January, Agriculture Secretary Ann Veneman announced her goal of advancing the nation's already proposed animal identification system as a measure for BSE prevention.

In February, legislation to establish a national, mandatory animal ID program was introduced in the U.S. House - the National Farm Animal Identification and Records Act. The Act authorizes a one-time appropriation of \$175 million to create a program with 48-hour traceback to an animal's birth site and provides financial assistance to producers who comply.

In April, Veneman announced the framework for implementation of a NAIS designed to identify any agricultural premise exposed to a foreign animal disease so that it can be more quickly contained and eradicated.

As the plans started to take shape, many were asking tough questions in regard to confidentiality and the actual cost of a NAIS, not to mention who would pick up those costs.

In June, the USDA scheduled several listening sessions across the country. According to Bill Hawks, under secretary for marketing and regulatory programs, "These sessions will provide public forums to discuss the national animal identification program. A national program will help the government and industry more quickly control outbreaks of a variety of animal diseases and reduce impacts on the market."

In July, the USDA's Animal and Plant Health Inspection Service announced that it had chosen a premise registration system as a short-term solution. Such a system would focus on recording locations where animals reside or will reside. The system was developed by the Wisconsin Livestock Identification Consortium and was hailed as an important first step in the implementation of an NAIS.

In August, APHIS announced that it had selected 29 state and tribal projects to receive a total of \$11.64 million to advance the national animal identification initiative.

Another \$1.5 million was extended to projects in October.

In November the key issue of confidentiality was addressed when the USDA proposed legislation to cover confidentiality of information associated with the NAIS. The Animal Identification System Information Act would establish a system for withholding or disclosing information obtained through the animal ID system. The law would amend the Animal Health Protection Act and was designed to protect all ID data and prevent its use for other reasons, such as country-of-origin labeling and provide for "trade secret" protection. Also in November, the USDA adopted a NAIS numbering system for individual animals and livestock premises in order to allow producers to use the same numbers for multiple purposes.

These are some of the highlights of how the NAIS has progressed over the year. In 2005 the USDA is planning to work closely with technology providers to develop the actual methods of data collection and management needed to establish and maintain NAIS.

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# Overview of National Institute for Animal Agriculture Producer Opinion Survey on Animal Identification System

**Bowling Green, KY (NIAA)** – Who's going to pay? How much is it going to cost me? Common questions frequently pondered by producers and other stakeholders when contemplating the new National Animal Identification System (NAIS) being implemented by USDA and state animal health agencies.

According to a recent survey by the National Institute for Animal Agriculture (NIAA), 20.5 percent of respondents indicated funding as the their biggest concern for implementation of NAIS. Producer participation followed, chosen the biggest concern by 16.7 percent of respondents, trailed by data confidentiality with 15.2 percent, and data collection and housing with 10.6 percent.

Another aspect of the program that has been a contentious issue for many is whether the program will be voluntary or mandatory. However, only 4.6 percent of respondents listed this as their biggest concern.

"The implementation of NAIS is clearly an important issue for multiple sectors of animal agriculture," said NIAA Chairman of the Board Dr. Rick Sibbel. "NIAA continues to provide an important role regarding industry input. This survey gives us a better pulse on our membership's sentiments, ultimately allowing NIAA to address ID issues across the country and continue building consensus for NAIS."

The 25-question opinion survey was mailed electronically to 502 individuals nationally with the pool comprising NIAA members. One hundred thirty-two (132) responses were received for a 26.3 percent response rate. The survey was conducted Oct. 14-19, 2004.

When asked specifically about support for a voluntary or a mandatory program, only 10 percent of respondents (9.9%) said they support a voluntary program. In contrast, 79 percent of respondents feel the program should either be mandatory now or upon a set date in the future. *(Twenty-five percent (25%) said they support a mandatory program. The most popular choice, made by 53.8 percent of respondents, was "voluntary during developmental stages, but with a decided date for making the program mandatory.")*

Other findings include:

... Consensus on who holds the database has not been achieved: 27.3 percent of respondents support a centralized database operated by USDA; 13.6 percent support a centralized database that is privatized; 28.0 percent support a decentralized database system operated by state animal health agencies; and 15.9 percent support a decentralized database system that is privatized.

... More than three-fourths of respondents feel that more federal dollars are needed for FY'05 than the \$33 million request by USDA.

... Forty-three percent of respondents do not feel that necessary information and education is being delivered to stakeholders in a timely fashion to help further NAIS.

... Three-fourths of respondents feel somewhat or very prepared to participate in NAIS; only six percent feel unprepared.

... Forty-seven percent (47%) agree that concerns have been heard and are being or will be addressed. Twenty-five percent (25%) disagree.

... Over half of respondents feel progress is moving at an average rate or better, while one-third of respondents feel the rate of progress is below average or poor.

Complete survey results can be viewed at [www.animalagriculture.org/survey/NAIS.htm](http://www.animalagriculture.org/survey/NAIS.htm).

The National Institute for Animal Agriculture provides a forum for building consensus and advancing solutions for animal agriculture and provides continuing education and communication linkages to animal agriculture professionals. NIAA is dedicated to programs that: work towards the eradication of diseases that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome food supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. Visit us on the Internet at [www.animalagriculture.org](http://www.animalagriculture.org), or call 270-782-9798.

# Supreme Court Reviews Challenges to the Constitutionality of National Beef Checkoff

**WASHINGTON, D.C. (CBB)**-The U.S. Department of Justice represented USDA and the Cattlemen's Beef Board (CBB) Dec. 8th, as the U.S. Supreme Court heard oral arguments in a case challenging the constitutionality of the national Beef Checkoff Program.

"We are confident that the checkoff is constitutional, and arguments made in the courtroom today only reinforced that confidence," said Beef Board Chairman Nelson Curry, who attended the hearing. "We're pleased that the Supreme Court agreed to hear our case and pleased that USDA and the U.S. Department of Justice have stood behind the Beef Checkoff Program throughout this litigation.

"Now we're in the final stretch of this case, and the decision rests in the hands of the justices of the Supreme Court," Curry continued. "That could come down anytime between now and the end of June. In the meantime, cattlemen can rest assured that the Beef Board will remain focused on investing their checkoff dollars into programs aimed at building demand for their product and, as a result, increasing their opportunities for profit."

Plaintiffs in the case are the Livestock Marketing Association (LMA), the Western Organization of Resource Councils (WORC), and three individuals in an earlier petition. Their lawsuit calls for ending the checkoff program on the grounds that it violates some cattle producers' First Amendment rights by forcing them to pay for beef promotion messages with which they do not agree. Specifically, plaintiffs have complained that the checkoff promotes beef, in general, rather than just U.S. beef. Importers also pay the checkoff assessment.

In addition to USDA and the Cattlemen's Beef Board, defendants include the Nebraska Cattlemen, leading a group of producers as interveners in the case.

Congress created the Beef Checkoff Program via the 1985 Farm Bill as a tool to build demand for beef, noting that "the production of beef and beef products plays a significant role in the Nation's economy." In a 1988 referendum, 79 percent of the nation's cattle producers and importers voted in favor of making their \$1-per-head checkoff contributions mandatory. Through the program, cattlemen pool their money to conduct promotion, research, education and information programs aimed at building demand for beef here and abroad and, as a result, increasing their opportunities for profit.

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**"We are confident that the checkoff is constitutional, and arguments made in the courtroom today only reinforced that confidence."**

***Nelson Curry***  
***Beef Board Chairman***

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In July 2003, a panel of three judges at the Eighth Circuit Court of Appeals upheld a June 2002 ruling by District Court Judge Charles Kornmann deeming the program unconstitutional.

At the same time this case was unfolding, however, U.S. District Judge Richard Cebull of Montana used the very same transcript in a similar case as Judge Kornmann used in the LMA suit and came up with a different ruling - declaring the checkoff constitutional. That case in the Ninth Circuit was brought by Montana ranchers Stephen and Jeanne Charter and has been appealed to the Ninth Circuit Court of Appeals, which has set aside its review until the Supreme Court rules in this case.

"It's been a long road to the Supreme Court," Beef Board Chief Operating Officer Monte Reese said after the hearing today. "Throughout these years of litigation, however, the producer members of the Beef Board have remained focused on investing checkoff dollars into programs that they believe will be most efficient in building demand for beef. And, in fact, demand increased more than 16 percent between 1998 and 2003, after nearly 20 years of steady decline."

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# DMS Plays Role in Animal ID Program

**Syracuse, NY (Dairylea, Nov. 15, 2004)** – Dairy Marketing Services, LLC (DMS) has been an integral part of the USDA's plan to devise a national Animal Identification Program. Director of Industry Affairs Leon Graves, was appointed to and served on the Dairy Cattle Working Group subcommittee during the final year of the process, until the final report was submitted to the USDA on July 5, 2004.

The initiative was started in 2002 as a partnership between producers, allied industry, state and federal health officials, to maintain the health of the U.S. herd and to ensure consumers that they are

receiving a wholesome and safe food supply. This subcommittee was created upon the request of the U.S. Animal Health Association to give guidance to the development of the U.S. Animal Identification Plan (USAIP).

According to Graves, and the committee's final report, a successful national animal identification plan (NAIP) must address several issues.

"The committee recommended that this program be national in scope, because the value of this program lies in the fact that there will be one national program," he said. Additionally, this program

must be mandatory, and administered in a timely fashion.

"We recommend a high level of confidentiality, so producers can be assured that all information will be used only at the direction of State and Federal Animal Health Agencies," Graves continued. "And finally, producer cost must be minimal. We felt that producers should not be required to fund a disproportionate share of the cost of developing and implementing the NAIP."

Anyone interested in additional information about the program can call Leon Graves at 1-888-589-6455 or e-mail at [leon.graves@dairymarketingservices.com](mailto:leon.graves@dairymarketingservices.com).

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## Tennessee Producers' Fayetteville Barn Celebrates 40 Years

For decades, farmers have listened to the familiar bellowing of cattle and the melodic singsong chatter of the auctioneer during sales at the Tennessee Livestock Producers. The Fayetteville business celebrates its 40th anniversary this year.

In 1964, the Tennessee Farm Bureau bought the auction barn from two Nashville businessmen, Dewy Vance and Jack Flannigan, who had built the original barn two years earlier. As the business grew over the years, additions to the barn were made to the extent that it has nearly tripled in area. Last year, according to the statistics supplied by Bobby Eslick, who has been manager for the past year, approximately 33,000 head of cattle were auctioned at the barn and about 46,500 cattle were shipped to buyers in several states across the United States.

Nearly 100 head of cattle per hour are auctioned off at Producers on sale day. H.M. Eslick, Bobby's father, who opened the first sale in the barn 42 years ago before it belonged to Farm Bureau, said the number of cattle that pass through the auction house and market prices

tend to fluctuate from week to week. But, cattle prices have been higher for the past two years, H.M. said. He continues to enjoy working side by side with Bobby, who joined the company in 1988. Bobby also holds the title of assistant to Darrell Ailshie, office manager of Tennessee Livestock Producers.

H.M. recalled that decades ago the auction stands were packed with farmers, but today there are fewer traditional farmers, since many of the modern day cattle raisers work at other full-time jobs or professions. Most of the buyers are Lincoln Countians or from adjoining counties in Tennessee and Alabama. And, some of those buyers serve as brokers, purchasing cattle for other operations.

Last year alone through the Fayetteville barn, combined cattle sales and order buying totaled approximately \$37.5 million. Profits help with the Farm Bureau's growth, by improving services and updating facilities.

**By: Laurie Pearson, Staff Writer, Elk Valley Times**

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## ***PLMA - Utah Elects Gillmor To Board of Directors***

Rick Lovell, CEO of Producers Livestock Marketing Association (PLMA) in N. Salt Lake, Utah is pleased to announce that Jamie Gillmor was recently elected to the PLMA Board of Directors.

Gillmor and his wife, Linda, run a commercial sheep operation in Delta, Utah. The Gillmor family has been raising sheep for several generations. The couple runs about 1,500 ewes and custom feeds about 5,000 head per year. They also farm irrigated hay and small grains. Gillmor also operates Morgan Valley Lamb, a retail business that direct-markets lamb meat to high-end restaurants and sells whole and half carcasses directly to customers online at [www.morganvalleylamb.com](http://www.morganvalleylamb.com).

Gillmor will represented the Utah District on PLMA's Board. He will replace Dean Baker who retired from the Board last fall. Gillmore is also the President of the Utah Woolgrowers Association and is on the Predator Control Committee for the American Sheep Industry Association.

The Gillmor's have four children: Cache, 24, Rachel, 22, Jennifer, 19, and Steven, 15. Gillmor's father, Steve, also served on PLMA's Board of Directors back in the 1980s.

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