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From the Desk of the President
Paul Slayton, PCA President

This fall we have begun to get back to our mission - lobbying. Although over the past few years lobbying seems to have slipped away from being our main goal, we are ready to get back to our roots.

In October, we started our lobbying efforts by meeting with Senator Vogel’s office. Senator Vogel, Jr. is a Chairman of the Senate Agriculture and Rural Affairs Committee. His office assured us he wanted to work with us to find solutions for issues affecting our industry. The biggest issue they have been working on this year is the Farm Bill. Senator Vogel, Jr. has written an article in this issue of the magazine to talk more about the Committee’s accomplishments and how it is affecting our beef producers.

Topics we want to focus our lobbying efforts include implementing stricter fake meat regulation. This will prevent fabricated and deceptive marketing of fake meat to ensure a level playing field for beef producers. Also, we want to address misguided climate change policies that unfairly target livestock producers, reduce the regulatory burden on cattle producers, promote antimicrobial stewardship of producers and preserve access to emerging technologies.

As our restructuring continues and we reorganize, we will continue to network and connect with lawmakers to make sure our members are getting the most out of their membership with Pennsylvania Cattlemen’s Association as well as, getting back to our roots. However, for those of you looking to get involved, we could always use your help with attending the meetings with politicians. Not only is there strength in numbers, but we all bring a slightly different perspective to the issues that makes compelling conversation. We need to show our elected leaders that the beef industry in Pennsylvania is thriving and has a loud voice, so please reach out to Emma Foster should you want to participate in this effort or watch the website and Facebook for updates.

Speaking of Facebook, PCA has had to set up a new Facebook page. Please follow us at Pennsylvania Cattlemen’s Association and realize any other sites similarly named are imposters. Updating and improving our social media outlets is also on the agenda. Feel free to send content, upcoming events or suggestions as these are meant to serve all within our association.

Lastly from the entire Board of Directors, we wish all of you a Merry Christmas and Holiday New Year. Hopefully we will have the opportunity to meet each of you next year.

Proudly Supporting PCA!

At Everett Cash Mutual Insurance Company, we take pride in our rural heritage and its tradition of people helping others in times of need. Our founder, Simon Whetstone, established ECM with this principle in mind. Simon’s widowed mother could not care for him and his siblings due to severe hardship, as a result, he was raised on a neighboring farm.

Simon became a teacher and supplemented his income through farming. Later, he founded Everett Cash Mutual Insurance Company in 1913. At that time a new idea was formed: the prepaid insurance policy, or the "cash" policy. Through the years, ECM continued progressing upon its original values while building upon the latest technology. Even with constant change in the industry, we have and will always stay true to our rural clientele.

Today, ECM is the third largest writer of farm owners insurance in its home state of Pennsylvania and is the second largest writer of farm owners in the state of North Carolina.

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A photo of a heifer embracing the winter wonderland by local photographer, Kathryn Thomas. She specializes in equine, livestock and senior pictures. If you are interested in a photoshoot with her, please contact Kathryn at ktthomas727@hotmail.com.
Local Seed Co. was founded as a farmer-focused company to help you maximize the potential of your seed investment. Local Seed Company provides growers with products custom crafted for their farms. Local testing confirms product placement and management, because we understand that each field is as unique as your farming practices.

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LANCASTER CATTLE FEEDERS DAY TO BE HELD

By Cheryl A. Fairbairn, Penn State Extension

The 51st annual Lancaster Cattle Feeders Day will be held on January 28, 2020 at the Lancaster Farm and Home Center, 1383 Arcadia Road, Lancaster, PA beginning at 8:30AM and ending at 3PM. Featured speakers include Dr. Lowell Midla, Veterinary Technical Services Manager, Merck Animal Health, Dr. Henry Zerby, Vice President of Protein Procurement and Innovation, Wendy’s Quality Supply Chain Co-op Inc., Dr. Tara Felix, PSU Extension Beef Specialist, and Colin Woodall, CEO NCBA. Topics will include Antibiotics and how they have changed, the Global Beef Supply: Thinking beyond your own borders, Starting Feeder Calves for Success, and Congress, Activists and the 2020 Election. Paul Slayton, President of PCA, and John Ligo, Chairman of CBE will also be on hand to give an update on the workings of both organizations. As always lunch will be catered by Hess BBQ and participants will be given ample time to visit with trade show personnel. Registration begins at 8:30AM with the actual program beginning at 9AM followed by lunch at 1:30PM. The trade show is open until 3PM and those in attendance can visit with speakers and trade show representatives in the morning and again following lunch. The cost to attend is $20. You can register by calling the customer service desk at 1-877-345-0691 or walk in that day. For further information contact Cheryl Fairbairn, Penn State Animal Science Educator, Chester County at 610-696-3500.

BERKS SOUTHEAST CATTLEMEN’S ASSOCIATION FIELD DAY

The Berks Southeast Cattlemen’s Association hosted a Fall Field Day on Saturday, September 28, in the Mountain Springs Arena in Shartlesville, Pa.

The morning kicked off with a grab and go breakfast, and featured BQA Training with Courtney Gray, a cattle vaccination, implanting and castration demonstration by Dr. Justin Cunfer, DVM, and discussions on pasture management, by Berks County Extension Agronomy Educator Dave Wilson, as well as beef industry market trends led by Dave Wert.

Junior Beef enthusiasts participated in Skill-a-Thon and Judging Contests that tested their beef industry knowledge and selection skills. Awards were given to the Top Five contestants in each of three age divisions, and to the High Scoring Top Hands in each age group.

The morning ended with a cooking demonstration by Brian McAllister, who prepared a pot roast, beef tips with veggies and a balsamic sauce, a rolled sirloin pinwheel, skewered sirloin, and some sirloin steaks.

After lunch, Field Day attendees participated in a seminar on Cow/Calf and Feedlot immunity presented by Dr. Paul Beck, Associate Professor of Animal Science and Livestock Extension Specialist from Oklahoma State University, followed by an exercise in Ultrasounding to determine yield grade, led by Ben Williamson, Animal Science Instructor from Penn State.

The Berks Southeast Cattlemen’s Association would like to extend a sincere Thank You to all of the speakers, attendees, and sponsors who helped to make the Field Day a success!

Our next event is a two-part Hoof and Rail evaluation, March 2 and 9, 2020.

For more information, please contact Bill Palmer at 610-823-8438.
Maximize your year-end savings and get the gear you need to get the job done. Take advantage of 5% cash back or 0% financing for the first 6 months when you use the Harvest Card from Rural King!
The Center for Beef Excellence came into existence in 2008 after Governor Edward G. Rendell created the Pennsylvania Beef Task Force to support, promote and enhance Pennsylvania’s beef industry. The Task Force established the Center for Beef Excellence as a non-profit organization to manage their day-to-day operations.

In mid-2019, after approximately two years without an Executive Director, activities of the Center had become stagnant. The Board of Directors decided it was time to determine the best route to take to bring the organization back to the forefront of the beef industry in Pennsylvania.

In August 2019, the Board of Directors along with their newly hired Administrative Assistant met with a facilitator to develop a plan to move the Center forward. A new vision and mission statement were developed. CBE’s vision is “A vibrant, cohesive Pennsylvania beef community”. Our mission is “To foster collaboration, drive profitability and enhance productivity for Pennsylvania beef producers”.

CBE seeks to meet our vision and mission by collaborating with industry partners to bring quality educational programming and workshops to beef producers across PA. Currently the Board and Administrative Assistant are working to develop new and unique projects. Our website is currently being redesigned and we recently launched a Facebook page. Be sure to “like” our Facebook page for updates.

Members of the Center’s Board of Directors for 2019-2020 are:

President - John Ligo - Mercer County
Vice President - Justin Clapper - Lycoming/Bedford Counties
Secretary - Ezra Swope - Bedford County
Treasurer - Ned Hower - Northampton County
Board Members: Kyle Kerr - Northampton County, Mike Kerr, Scotty Miller - Lancaster County, Scott Rhoads - Somerset County.

Ex-Officio Members: Gene Trowbridge - Susquehanna County, Bridget Bingham (PA Beef Council) - Bedford County, Deputy Secretary Greg Hostetter and Secretary of Agriculture Russell Redding.

The Center’s Administrative Assistant is Michelle Kirk who previously owned and operated a beef cow/calf operation in Adams County.

If you have an idea for a project or educational topic you’d like to see covered, feel free to contact us by phone at 570-687-3150 or email mkirk.cbe@gmail.com.

FREE CATTLE HANDLING EQUIPMENT USE

Being able to properly catch and contain your animals to work with them not only makes the job of working cattle easier on both man and beast but can help increase profitability on your farm. Identify that cow that isn’t bred for spring calving now before feeding her all winter. Band bull calves and get ear tags, RFID tags along with vaccinations in those animals before sending them to market to maximize the price you receive.

Would you like to preg check your cows or vaccinate the herd but just don’t have the cattle handling facilities available to do so?

The Center for Beef Excellence maintains mobile cattle handling equipment available to Pennsylvania beef producers. Two units are currently available, one in Northeast, PA and one in Southwest PA.

continued on page 10
PA BEEF BY THE NUMBERS

By John Ligo, CBE President

To serve and advocate for Pennsylvania beef, the Center for Beef Excellence has reviewed some statistics in order to characterize just what our industry looks like. When farmers want to know how they are doing; what do they do? Right or wrong, they check out the neighbors.

Progressive Cattle magazine collated statistics from 2019 USDA NASS and 2017 USDA census and ranked the states in several categories. Pennsylvania has 225,000 beef cows and ranks 33 in the US. PA has more beef cows than all New England, New York, and Maryland combined. For total cattle and calves PA ranks 19th in the nation with 1.6 million head. About half are dairy cattle.

We also rank 19th in cattle on feed at 100,000 head. In cattle and calf sales there were nearly 600,000 head ranking Pennsylvania 25th. Taking care of all these cattle were nearly 23,000 Pennsylvania cattle operations. That ranks our state 11th in the nation and speaks to the ongoing legacy of cattle production in the Keystone State.

More information comes to us from the Survey of Beef Producers published by PA Beef Producers’ Working Group in September 2017. An extensive questionnaire was offered to about 4000 PA beef producers and 776 responded. That is 6.6% of the 12,000 operations in the state. Though it may not be exactly representative, it does provide insight. 30% of the operations have 80% of the cattle and of course 70% of the operations have 20% of the cattle. 70% of herds are 50 head or less while only 15.4% are 100 or more. This is a fine entrée into the discussion of where we can foster growth.

Speaking of growth; 42.7% of respondents stated intention to increase herd numbers in the next 5 years. The Pennsylvania beef cow herd has increased 4.7% in the last year.

Compared to the national average PA producers are twice as likely to go from cow/calf to finished beef on the same farm. Nearly 50% target specific markets for finished cattle mainly natural or grass-fed. An astounding 65.8% of producers sell finished cattle direct to consumers. An associated statistic is that 9 Pennsylvania counties are in the top 100 counties nationwide that supply farm products directly to consumer.

Pennsylvania is a processing powerhouse. We are second in the nation for the number of USDA-inspected facilities with around 90; although we lose 4 or 5 each year. There are also hundreds of PA Dept of Ag inspected facilities.

Continuing to study and characterize the PA beef industry will provide insight to where CBE can best support growth and profitability for the Keystone beef industry.

John Ligo
Pres. CBE
FARM LEGACY BILL
By Pennsylvania State Senator Elder A. Vogel, Jr.

Born into a family of dairy farmers, dairy farming was in my blood and I knew I would grow up to follow in the footsteps of my parents and grandparents. I am a fourth generation farmer with a farm that has been in my family for 146 years. To my family, farming is not just a way to make a living, but a way to make a life. Having a farming background has helped to mold my work in the Senate. As chairman of the Agriculture Committee I am working to protect our farms, empower the economy that surrounds the thousands of farms throughout Pennsylvania and to work to protect our farms' heritage.

On June 3, 2019, my Farm Legacy bill was signed into law. This bill was part of the Senate’s “Farming First” package to help Pennsylvania agricultural sustain operations for current and future generations of farmers. After speaking with farmers in my district and throughout the Commonwealth, I have come to the understanding that many farmers find it difficult to acquire affordable farmland. My bill provides a personal tax credit for landowners who lease or sell their land, buildings and equipment to beginning farmers. Landowners who help new farmers get started will now receive a significant tax benefit.

Our farmers are a valuable economic resource, and state government has a responsibility to provide the opportunity for every Pennsylvanian to compete in a global economy. Pennsylvania agriculture provides a total of 579,000 jobs and a total earning of $26.9 billion. The agriculture industry provides both employment and economic opportunity. For example, there are roughly 59,000 farms, totaling 7.7 million acres that occupy every county in the Commonwealth. According to the Department of Agriculture, one in every ten jobs in Pennsylvania is supported by this industry. As a state government, we must continue to introduce legislation that will cultivate its growth.

In Pennsylvania for every farmer that is under the age of thirty-five, there are four farmers over the age of sixty-five. That is why it has been my goal as a legislator to ensure that government regulations and policies do not stand in the way of current and future generations. This helps ensure that businesses can be run successfully and demonstrates their ability to diversify operations, which includes making Pennsylvania a leader in the beef cattle industry. I look forward to continuing to work with the Cattlemen Association as we foster the growth of this very important industry.

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Livestock Equipment
The Pennsylvania Beef Council (PBC) and the Northeast Beef Promotion Initiative (NEBPI) will be extending a National Campaign this Thanksgiving Season featuring the Drool Log Cinema Extension in theatres near you! A total of 55 theatres across PA and within the Northeast region will be participating. Families headed to the movies for the highly anticipated new releases of Frozen II and Beautiful Day in the Neighborhood starring Tom Hanks will view the drool-worthy beef commercial prior to the start of the movie. The campaign will run for two weeks in November, spanning over the weekend of Thanksgiving which historically is one of the highest box office weekends of the year. The campaign is expected to garner over 900,000 impressions making BEEF unforgettable this holiday season!

**What Drives The Beef Industry? Your Dollar Does.**

- **Helped increase domestic beef demand by** 14.3% or 12.8 billion lbs.
- **Drove** 5.5% more U.S. beef into the eight primary foreign markets.
- **Returned** $11.91 for every dollar invested into the industry when supplied toward programs such as promotion, education and research.

2020 PCA SCHOLARSHIP APPLICATION

The Pennsylvania Cattlemen's Association (PCA) is now accepting applications for the 2019 PCA Scholarship. Only members of the Pennsylvania Junior Cattlemen's Association or applicants whose parents are members of the PCA are eligible for the PCA Scholarship. These scholarships are open to individuals continuing their education in agriculture and expressing interest in the beef, dairy and/or veal industries. Students are eligible to receive a scholarship twice. Scholarships will be awarded at the PCA Annual Banquet with the date to be determined.

Name: ________________________________________________________________

Home Address: ___________________________________________ County: ___________________________

Phone No: _______________________

School Address if different: ___________________________________________

Birth Date: _____________Year in School:_______

Major Area of Study:_________________________

Grade Point Average: ______of a possible________

Are you a member of the Pennsylvania Junior Cattlemen's Association or a child of a member? 

_______ Yes    _______ No

Please submit this completed scholarship application form, along with the answers to the questions below, an educational transcript and at least one letter of academic recommendation to the address below. Applications must be postmarked on or before SATURDAY, FEBRUARY 1, 2020.

Pennsylvania Cattlemen's Association c/o Scholarship Application
5224 Faraway Drive
Felton, PA 17322

Describe your activities:

1. List cattle and/or agriculture organizations
2. School
3. Community
4. Future plans

On an additional piece of paper (limit 3 pages), please answer the following questions:

1. What positive affect has agriculture had in your life?
2. Explain why you decided upon your choice of continuing education (i.e., major course of study, etc.)?
3. - Identify and briefly discuss a current issue impacting the beef, dairy and/or veal industries.
   - Offer suggestions to prepare the industries for the issue discussed.
4. How will your academic, extracurricular and community activities prepare you to be involved in beef, dairy and/or veal?

Applicants must meet the following requirements:

- Be a high school senior or currently enrolled in a 2 or 4 year college.
- Demonstrate interests in the beef, dairy and/or veal industries.
- Express assurance in furthering education in the agricultural field of study (i.e., college, vocational school, etc.).
- Must possess leadership skills and show intentions of representing the beef, dairy and/or veal industries in some career form.
- Must provide educational transcripts and at least one letter of recommendation.
2020 Pennsylvania Cattleman’s Director’s Listing

Pennsylvania Cattlemen’s Association
5224 Faraway Drive
Felton, PA 17322
Phone: 717-825-9824

George Bard
717-917-8559
Lancaster County

Michelle Ruffing Brown
484-548-3750
Berks County

Bill Dunn
814-724-9343
Crawford County

Emma Foster
717-825-9824
York County

Robert Hess
717-821-1782
Dauphin County

Adam Kauf
814-766-2235
Bedford County

Greg McKean
724-699-1966

Darwin Nissley
717-587-8054

Cliff Orley
717-269-0128
Lebanon County

Butch Otto
814-977-0848

Bill Palmer
610-823-8438
Berks County

Paul Slayton
717-805-1376
Bedford County

Curry Wagner
717-991-0387
Dauphin County

Amy Weinreich
443-465-2957
York County

Armstrong/Indiana County Cattlemen’s Association
Steve Reichard
Clarion County

Pennsylvania Shorthorn Association
Frank Stoltzfus
717-371-0798
Lancaster County

Berks Southeast Cattlemen’s Association
Sam Stump
Berks County

Somerset County Beef Producers
Albert Barnett
Somerset County

Pennsylvania Simmental Association
Steve Hook
Snyder County

Washington County Cattlemen’s Association
Bill Devore
Washington County

Westmoreland County Cattlemen’s Association

PA Beef Council
Bridget Bingham Ex-Officio
Bedford County

Save the Dates!

On Hoof/On Rail Evaluation
Presented by:

Berks Southeast Cattlemen’s Association

March 2nd and March 9th 2020

Time for both events: 5:30-6:00pm
March 2nd Location: Leesport Farmers Market, 312 Gernants Church Rd, Leesport, PA 19533.
March 9th Location: Bur-Pak 98 E Rosebud Rd, Myerstown, PA 17067.
** Food and Refreshments will be provided**
If you have any questions in regards to the events, please contact Bill Palmer at 610-823-8438

A special thanks to the PCA Allied Industry Council Members as of December 2018.

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Agri-Basics
Stein-Way Equipment
Select Sires

Eby Trailers
Messicks, Inc.

Silver:

Pearson Livestock Equipment
**Affiliate contacts**  
(100% PCA Affiliates)

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<tr>
<th>Washington County Cattlemen</th>
<th>Westmoreland County Cattlemen</th>
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<tr>
<td>Ethan Shriver</td>
<td>Edward Graham, Sec</td>
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<tr>
<td><a href="mailto:ethan@chapmancorporation.com">ethan@chapmancorporation.com</a></td>
<td>306 Calvary Hill Rd</td>
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<tr>
<td>724-809-1862</td>
<td>Greensburg, PA 15601</td>
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<td></td>
<td>724-832-8991</td>
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<td>Armstrong/Indiana County Cattlemen</td>
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<tr>
<td>William Ritts</td>
<td>PA Simmental Association</td>
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<tr>
<td>144 Rocky Top Lane</td>
<td>Rhonda Dziembowski</td>
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<tr>
<td>Worthington, PA 16262</td>
<td>400 River Road</td>
</tr>
<tr>
<td>724-2973690</td>
<td>Hillsborough, NJ 08844</td>
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<tr>
<td><a href="mailto:weritz@comcast.net">weritz@comcast.net</a></td>
<td>908-448-7203</td>
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<td><a href="mailto:RLUVSANGUS@aol.com">RLUVSANGUS@aol.com</a></td>
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<td>Somerset County Beef Producers</td>
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<tr>
<td>Greta Durst</td>
<td>Jessica Weist</td>
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<tr>
<td>814-442-6094</td>
<td><a href="mailto:jweist84@gmail.com">jweist84@gmail.com</a></td>
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<td><a href="mailto:durstrtransport@gmail.com">durstrtransport@gmail.com</a></td>
<td>610-334-5322</td>
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<td>PA Shorthorn Association</td>
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<td>Michele Brown</td>
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<td>484-548-3750</td>
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<td><a href="mailto:coldcreek@verizon.net">coldcreek@verizon.net</a></td>
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**2020 KC Advertising Deadlines**

- **February 1, 2020**
- **June 1, 2020**
- **August 1, 2020**
- **December 1, 2020**

**Don’t Let Time Pass You By!**

**Keystone Cattlemen Advertisement Deadlines**

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**Member Information**

Name: ________________________________
Address: ______________________________
City, State & Zip: _______________________
County: ______________________________
Phone: ________________________________
Fax: ________________________________
Email: ________________________________

Please select all that apply:

- [ ] New Member
- [ ] Renewal

**Producer Memberships**

- PCA Membership (includes Keystone Cattlemen) $25
- PCA Junior Membership (21 and under) $5
- NCBA Membership (Includes National Cattlemen Magazine)
  - 1-100 Head $150
  - 101-250 Head $300
  - 251-500 Head (over 250, please call PCA Office) $450

**Non-Producer Membership**

- PCA Industry Membership $125
- Scholarship Donation $_________

TOTAL (make check payable to PCA) $_________

**PCA Affiliate Memberships**

Members of the following organizations do not pay dues directly to PCA. Your dues are collected through your affiliate organization. Please check your affiliate organization below. Complete personal information above and return to affiliate secretary.

- [ ] Armstrong/Indiana County Cattlemen
- [ ] Berks Southeast Cattlemen
- [ ] PA Shorthorn Association
- [ ] PA Simmental Association
- [ ] Somerset County Beef Producers
- [ ] Washington County Cattlemen
- [ ] Westmoreland Cattlemen

Are you interested in volunteering for PCA as:

- [ ] Leadership position
- [ ] Event Volunteer
- [ ] Fund Raising
- [ ] Special Projects

Recruited By: ________________________________

Mail to: PCA Office
5224 Faraway Drive, Felton, PA 17322
Phone: (717) 825-9824 • pca@pacattlemen.org

Winter 2019 • Keystone Cattlemen • 15
BEEF RIB ROAST WITH CHOCOLATE-PORT SAUCE AND GOAT CHEESE POTATOES

Pennsylvania Beef Council

The ultimate special occasion recipe! A classic bone-in Ribeye Roast gets an impressive finishing sauce and kicked up side dish.

Time: 3 hours  Servings: 10

Ingredients:

1 beef Ribeye Roast Bone-In (2 to 4 ribs), small end, chine (back) bone removed (6 to 8 pounds)
Salt
Chopped fresh parsley (optional)
Goat cheese Mashed Potatoes (recipe follows)
Seasoning:
3 tablespoons freshly grated orange peel
2 tablespoons finely chopped fresh thyme
1 tablespoon finely chopped garlic
1 tablespoon coarse grind black pepper

Chocolate-Port Sauce:
3 tablespoons butter
3/4 cup finely chopped shallots
1-1/2 teaspoons finely chopped fresh thyme
1-1/4 cups port wine
1 can (14 to 14-1/2 ounces) ready-to-serve beef broth
3/4 cup whipping cream
1 tablespoon soy sauce
3/4 ounce bittersweet chocolate, finely chopped
Salt and ground black pepper

Cooking:

Heat oven to 350°F. Combine seasoning ingredients; press evenly onto all surface of beef roast.

Place roast, fat side up, in shallow roasting pan. Insert ovenproof meat thermometer so tip is centered in thickest part of beef, not resting in fat or touching bone. Do not add water or cover. Roast in 350°F oven 2-1/4 to 2-1/2 hours for medium rare; 2-1/2 to 3 hours for medium doneness.

Meanwhile prepare Chocolate-Port Sauce. Melt butter in large non-stick skillet over medium heat. Add shallots and thyme; cook and stir 4 to 6 minutes or until shallots are lightly browned. Add port; cook 5 to 7 minutes or until reduced by one half, stirring occasionally. Add broth; bring to a boil. Reduce heat to medium; cook 15 to 17 minutes or until reduced by one half, stirring occasionally. Stir in cream and soy sauce; cook 3 to 5 minutes or until slightly thickened, stirring frequently. Remove from heat. Add chocolate; stir until melted. Season with salt and pepper, as desired. Keep warm.

Cook’s Tip: Sauce may be prepared up to 1 day ahead. Cover and refrigerate. Reheat gently before serving. Do not boil.

About 45 minutes before serving, prepare Goat Cheese Mashed Potatoes.

Remove 45 minutes when meat thermometer registers 135°F for medium rare; 145°F for medium. Transfer roast to carving board; tent loosely with aluminum foil. Let stand 15 to 20 minutes. (Temperature will continue to rise about 10°-15°F to reach 145°F for medium rare; 160°F for medium.)

Cook’s Tip: To prevent seasoning on roast from overbrowning, tent loosely with aluminum foil after roasting for 1 hour.

Carve roast into slices; season with salt, as desired. Serve with sauce and mashed potatoes. Garnish with parsley, if desired.

Goat Cheese Mashed Potatoes: Peel 3-1/2 pounds all-purpose potatoes and cut into 2-inch pieces. Place potatoes in stockpot and add enough water to cover potatoes; add salt as desired. Bring water to a boil. Reduce heat; cover and cook 25 to 30 minutes or until potatoes are tender. Drain well. Mash potatoes with 1-1/2 cups milk, 6 ounces softened goat cheese and 2 tablespoons butter in large bowl with electric mixer until smooth. Season with 1-1/2 teaspoons salt and pepper, as desired. Keep warm.
THE REALITY OF THE BEEF CHECKOFF

By Greg Hanes CEO, Cattlemen’s Beef Board

In the few months since I took the helm as CEO of the Cattlemen’s Beef Board (CBB) – the governing and administrative organization of the Beef Checkoff – there appears to be many misperceptions, false rumors, and misinformation about how the checkoff works and is administered. Let’s look at its history, what the Beef Checkoff can and cannot do, as well as the processes and procedures we have in place to continue to be strong stewards of your checkoff dollars.

THE CREATION OF THE BEEF CHECKOFF

The Beef Checkoff was created through the Beef Promotion and Research Act of 1985 as part of the Farm Bill. It was initiated as an effort driven by producers who saw an important need for more promotion and research to stave off falling beef demand in the late 1970s / 1980s and was designed to be producer driven at both a local and national level. Immediately following its passing, the Beef Promotion and Research Order was created, outlining the detailed rules for governance over the program, funding distribution, contractor requirements, etc. The areas where checkoff funding can be used are clearly defined: promotion, research, consumer information, industry information, and producer communications. Conversely, lobbying or “influencing governmental action or policy” is also clearly prohibited.

Within 22 months, a referendum was conducted among producers throughout the U.S. to vote on the continuation of the program – which was passed by 79% of farmers and ranchers. The Beef Checkoff as we know it came life in 1988. Copies of both “The Act and Order” are available online at beefboard.org/beef-act-and-order, or you can contact our office and we can ensure you get a copy.

USDA OVERSIGHT

The Act and The Order is our rulebook – set in law – that we must follow every day. To ensure all aspects of this law are followed, the USDA is delegated authority by Congress to oversee the Beef Checkoff Program. As part of its oversight responsibilities, USDA reviews and approves our plans, projects, budgets, contracts, processes and procedures, and keeps a watchful eye over our financials, our board, our communications, and our operations. In fact, the Secretary of Agriculture himself appoints all 99 CBB board members, which includes both domestic producers and importers, a process outside of our purview.

CATTLEMEN’S BEEF BOARD

The Act and The Order outlines additional specifics about the governance supporting your checkoff dollars. As noted, they outline the type of activities that can/cannot be funded; define that all efforts must be producer-driven; that the CBB board members must be producers and importers who serve on the national board in a voluntary capacity for 3-year terms; that no member shall serve more than two consecutive terms; and that the number of board members are based on the cattle inventory of each state.

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BEEF PROMOTION OPERATING COMMITTEE

Another piece outlined by The Act and The Order is the Beef Promotion Operating Committee. This important group of 20 producers and importers is created by appointed positions from the Cattlemen’s Beef Board (10 members) and the Federation of State Beef Councils (10 members). This committee oversees the distribution each year of nearly $40 million of national Beef Checkoff dollars to beef industry contractors to do the work outlined in The Act and The Order. Funding decisions must be made together by both national and state-level decision-makers, with great consideration to the balance between the national and regional needs of producers. No funding decision can be made without approval from at least two thirds, or 14 of the Operating Committee members, so neither the CBB nor the Federation can dictate where funding goes. As such, programs must show great benefit to the industry as a whole to get approved.

BEEF CHECKOFF CONTRACTORS

The Beef Checkoff currently partners with eight national non-profit, beef industry-governed organizations we call contractors. All contractors are vetted, audited, and reviewed regularly by the Cattlemen’s Beef Board. Each contractor must meet specific criteria to receive Beef Checkoff funding, a process that can take up to a year to facilitate. In fact, the U.S. Cattlemen’s Association just became a new contractor this year.

The Act and The Order states that contractors to the checkoff be national non-profit industry-governed organizations that are governed by a board of directors representing the beef industry, and have been active and ongoing for at least two years. All contractors work on a cost-recovery basis, meaning they must do the work outlined in their funding request and then seek reimbursement for their costs. This allows for the Cattlemen’s Beef Board to have direct oversight of expenses that use checkoff funds. If expenses are submitted that do not meet The Act and The Order, they are not reimbursed. Thus, the checkoff does not pay for anything it should not. In addition, if a contractor has a lobbying arm, they must prove they have an accounting “firewall” between their checkoff and lobbying dollars. The Cattlemen’s Beef Board works closely with these organizations so that checkoff dollars aren’t used outside of the scope of the Act and Order.


- American Farm Bureau Foundation for Agriculture
- Cattlemen’s Beef Board
- Foundation for Meat and Poultry Research and Education
- Meat Import Council of America
- National Cattlemen’s Beef Association

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- National Livestock Producers Association
- North American Meat Institute
- United States Cattlemen’s Association

In addition, our contractors work with four subcontracting organizations:

- Kansas State University
- North East Beef Promotion Initiative
- National Institute for Animal Agriculture
- United States Meat Export Federation

The Beef Checkoff plays an extremely important role in providing education and driving demand for our beef. Competition is fierce among proteins in the United States and global markets now, so we are proud of our contractors and the work they do every day to ensure beef continues to be the number one protein to consumers everywhere. We have small contractors and large ones; we have contractors with very targeted audiences, and those who reach large swaths of the population. Whether building a promotional campaign, researching nutrition and health, championing handling and safety, or engaging consumers, together they each play an important role in driving beef demand, both here in the United States as well in the international markets.

Visit DrivingDemandForBeef.com for more information on the Beef Checkoff, Cattlemen’s Beef Board, Qualified State Beef Councils, and Beef Checkoff contractors.

PCA Upcoming Events

January 23, 2020:
Board of Director meeting at Hoss’s in Bedford, PA
January 28, 2020:
Cattle Feeders Day at Lancaster Farm and Home Center in Lancaster, PA
March 20-22, 2020:
PCA Spring Spectacular Jackpot Show at Farm Show Complex in Harrisburg, PA
March 27, 2020:
PA Performance Tested Bull Sale at Livestock Evaluation Center in Pennsylvania Furnace, PA
April 18, 2020:
Annual meeting at Sipesville Fire Department in Somerset, PA
July 25, 2020:
PA Angus Association and PCA field day at McKean Angus in Mercer, PA

Pennsylvania

Maine Anjou Association

Working on the improvement and development capabilities of youth individually and through group participation in the breeding and raising of Maine Anjou cattle and scholarship, leadership, and community participation.

Please join us on January 4th at 3 pm at the 2020 Pennsylvania Farm Show to learn more about the association and help develop our future breeders.

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Sustenance:
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Beef is an authentic source of high-quality protein with 10 essential nutrients without added sodium and other ingredients.

Sustainability:
Beef is more sustainable than ever.
The carbon footprint of beef is 16% lower.

According to USDA, more than 80% of beef graded today is prime or choice, the highest quality grades available.

The $ share of beef substitutes is 0.5% compared to beef's 99.5% of market share.

Most popular beef items:
- Ground Beef
- Ribeye Steak
- Strip Steak
- T-Bone Steak

Funded by Beef Farmers and Ranchers

Sources:
IRI Panel Data: All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019.
USDA NASS Quickstats Data calculated using data as of January 1, 2018.
https://www.beefresearch.org/sustainability/q01/index.html
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Upcoming Events
Spring into Excellence Simmental Sale
Friday, March 27, 2020
PA Livestock Evaluation Center, Pennsylvania Furnace, PA
- For consignment information, please call sale manager Chris Brown 304-290-8383.
- Catalog will be on our website, www.pasimmental.com, as soon as it is available.

January 4-11, 2020
Pennsylvania Farm Show
Farm Show Complex
Harrisburg, PA

Farm Show Schedule
- Friday, January 3rd -- SimSolutions Open Show
- Sunday, January 5th -- Junior SimSolutions and Simmental Shows
- Monday, January 6th -- Simmental Open Show

Pennsylvania Simmental Association
Ron Dziembowski, President
908-448-7203
Rhonda Dziembowski, Secretary
774-289-4564
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