



THE UTAH CATTLEMAN



The official monthly publication of the Utah Cattlemen's Association and the Utah Beef Council



S.P.R.I.N.G. Should we put the bulls in with our cattle sooner? Prices for calves appear to remain strong; time to forward contract or wait? Range conditions continue to improve in most areas of the state. Will it continue to rain? Interest rates remain low, is it time to expand our operations? New technologies are a great tool in the cattle business, are we taking advantage of them? Getting your cattle off the winter feed row and onto pasture must be one of life's great moments. Yes, spring is finally here and there are many decisions to make which will affect our operations and families. Most of these decisions can still be made on each ranch by the cattlemen who enjoy the work and love the lifestyle. It is true that past choices made years ago are having an impact on our current plans. Some good, some not so much. Where would you be if all of these decisions were made for you? No worries, no pressure, no failures or bad decisions, everything would be taken care of by someone else. No, wait, that is what happens when we are taken to jail. We lose our freedom to choose, to fail, along with that the opportunity to succeed. It is very clear to me that the cattlemen in our state continue to make the right choices and decisions for their own operations. With freedom to choose, there is satisfaction and a desire to improve and go forward. For the decisions that others make for us, we have the Utah Cattlemen's Association trying to bring common sense and reality back for all cattlemen. We feel our efforts on your behalf continue to bring results and benefits to each of our members. Let us know if we fall short or when you see the value of belonging to this great organization.

I personally have been working on restoring some old Chevy pickups. One is a 1939 which started out in very rough condition. It is rusty, all the windows are broken, door handles need to be replaced, the engine is gone and it needs tires. Did I mention the fenders and running boards also need work along with the bed? This project started about thirteen years ago and today it is still in the same condition as when it was started. I have a vision of what it will look like when restored and completed; it is going to be awesome and fun to drive. How many projects do we have that are still not complete? We know what needs to be done to restore them and the vision

is plain to see what it will look like. Without the purchase of a new truck, and waiting to restore the old one, there would have been many pairs of boots worn out and a lot of projects left undone.

On our cattle ranches we can see the old that we would like to restore and we operate with the current regulations that are there for us. Yes, there is value in the old. They were simple to work on, they went from point A to B, but they did not have power steering, air conditioning, XM radio and all of the nice things we have come to expect. When change and regulations are forced upon us, look for ways to find the best ways to survive and improve. I believe that the resources and environment around us are in better condition or improving all of the time. We are growing and producing more with less. Demand for beef continues strong because it is a great source of protein and the taste brings consumers back. Beef is safe and science has proven (Beef in an Optimal Lean Diet research for example) can be an important part of our diet.

MESSAGE CONTINUES ON PAGE 2

UTAH CATTLEMEN'S ASSOCIATION
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UPCOMING EVENTS

APR 6	GOLDEN SPIKE ANGUS BULL & FEMALE SALE
APR 6	SPRINGER SIMMENTAL BULL SALE
APR 9-11	UT/AZ RANGE LIVESTOCK WORKSHOP & TOUR SEE PAGE 4
APR 13	BAR T BAR BULL SALE
APR 25- APR 27	CATTLEWOMEN'S REGION VI MEETINGS ST. GEORGE, UTAH
JUL 31 AUG 2	UCA SUMMER CONVENTION LOGAN, UTAH

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PRESIDENT'S MESSAGE CONTINUED

Risk for BSE in the United States has been classified as "negligible" by the OIE's Scientific Commission. Ten years ago there was a lot of heart burn over this issue. With a lot of work and effort by NCBA and producers making changes, the restoration has been successful and will continue to bring value to the beef industry. Where would we be staying with the old production practices and not moving forward while trying to restore the old; beef demand and safety?

Oh, about my restoration project? Well, I have learned if you never start, it will be a long time before any benefit or value is realized. Let's all get started and be involved with the projects on our ranches and within the beef industry. Restore the old while working with the new. Welcome to all of our new members and those who have renewed memberships. The current UCA leadership looking forward to continuing to work with and for you.

Wally Schulthess
UCA President

Ekker Herefords

Bulls like these....



Churchill Outcross 1217Y ET

1217Y ET won his class in Denver this January and we purchased him from Churchill Cattle Co in March

BW	WW	YW	M	REA	MAR
4.7	63	102	24	.72	.19

Actual BW 78 lbs and top 3% WW, YW, REA & CHB\$

This is a power bull with tremendous muscle shape, thickness and rib in a right size frame. He is heavily pigmented. His dam is awesome with a beautiful udder and many excellent progeny! She is a low BW cow with a great track record!

CL1 Domino 886U

886U was the 2nd high selling bull at \$30,000 in Coopers 2009 Sale purchased by Holden Herefords We purchased him from Holden's in the fall of 2011 and got our first calf crop out of him this year. He sired the 3rd (\$32,500) and 5th (\$25,000) High Selling Bulls & 14 Sons of 886U were the top selling sire group at Holden's Sale this March

BW	WW	YW	M	M&G	REA	MAR
6.0	57	87	37	66	.20	.01



Our other two herd bulls

EH Odyssey 041X by UPS Odyssey 6041—known for excellent carcass quality

BW	WW	YW	M	M&G	REA	MAR
4.2	56	93	28	56	.35	.25

H5 408 Domino 151 sired by CJH Harland 408 he has some of the top EPD's in the breed, across the

BW	WW	YW	M	M&G	REA	MAR
2.1	54	98	35	62	.30	.30



...Have Calves like these!



Still some
Yearling Bulls
Available
See at
Johnson Feedlot—
Aurora, UT



Mark your calendar for the 35th Annual
**2013 AZ/UT Range Livestock
 Workshop and Tour**
April 9-11, 2013

Registration: 7:30 - 8:15 a.m.

Workshop: 8:15 a.m. - 4:15 p.m.

April 9 - KCNCC/Carrol Arena, 205 N. Highway 89, Orderville, Utah

April 10 - Washington County Regional Park (Fairgrounds)
 5500 West 700 South Hurricane, Utah

April 11 - Tour: West Desert

No cost! Door prizes! Lunch provided by industry sponsors!

Workshop topics include:

- **Illegal drugs and impacts on ranchers and rangelands**
- **Remote sensing range monitoring**
- **Cull cow marketing**
- **Poisonous plants management strategies**
- **Proactive permittee range monitoring**
- **Endangered species act**
- **Historical impact of the Morrill/Smith Lever Act**
- **Herbicides for rabbitbrush control**
- **Handling and proper storage of vaccines**
- **Iverson Ranch: History and Livestock Management**

Don't miss out on the door prizes!

Savage Rifle/scope, dutch ovens, feed supplements, knives, gift cards, and more! (Must be 18 years of age to be eligible to enter gun drawing.)

Organized by:

Utah State University and the University of Arizona Cooperative Extension, Bureau of Land Management, Natural Resources Conservation Service, USDA Forest Service, Kane County, Fredonia, and Hurricane/Littlefield Conservation Districts, local ranchers and commercial sponsors.

extension.usu.edu



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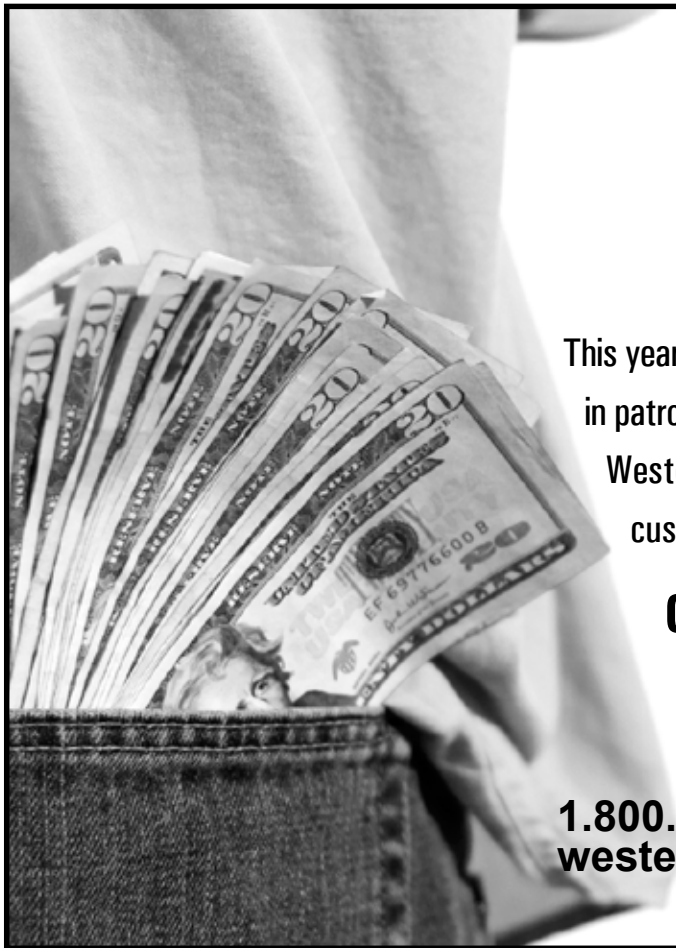
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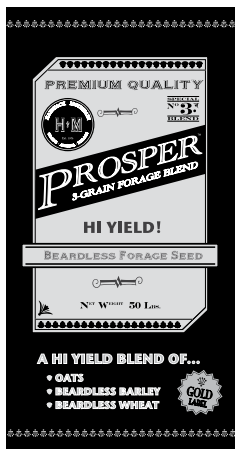
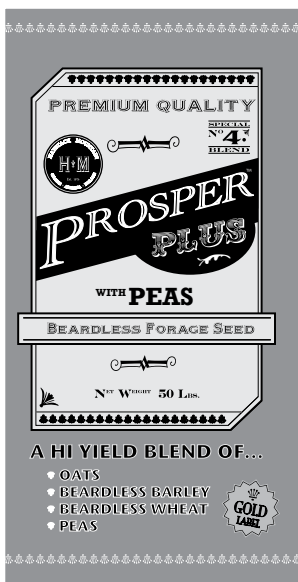
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- ☞ Optimized ratios - Premium means PREMIUM!
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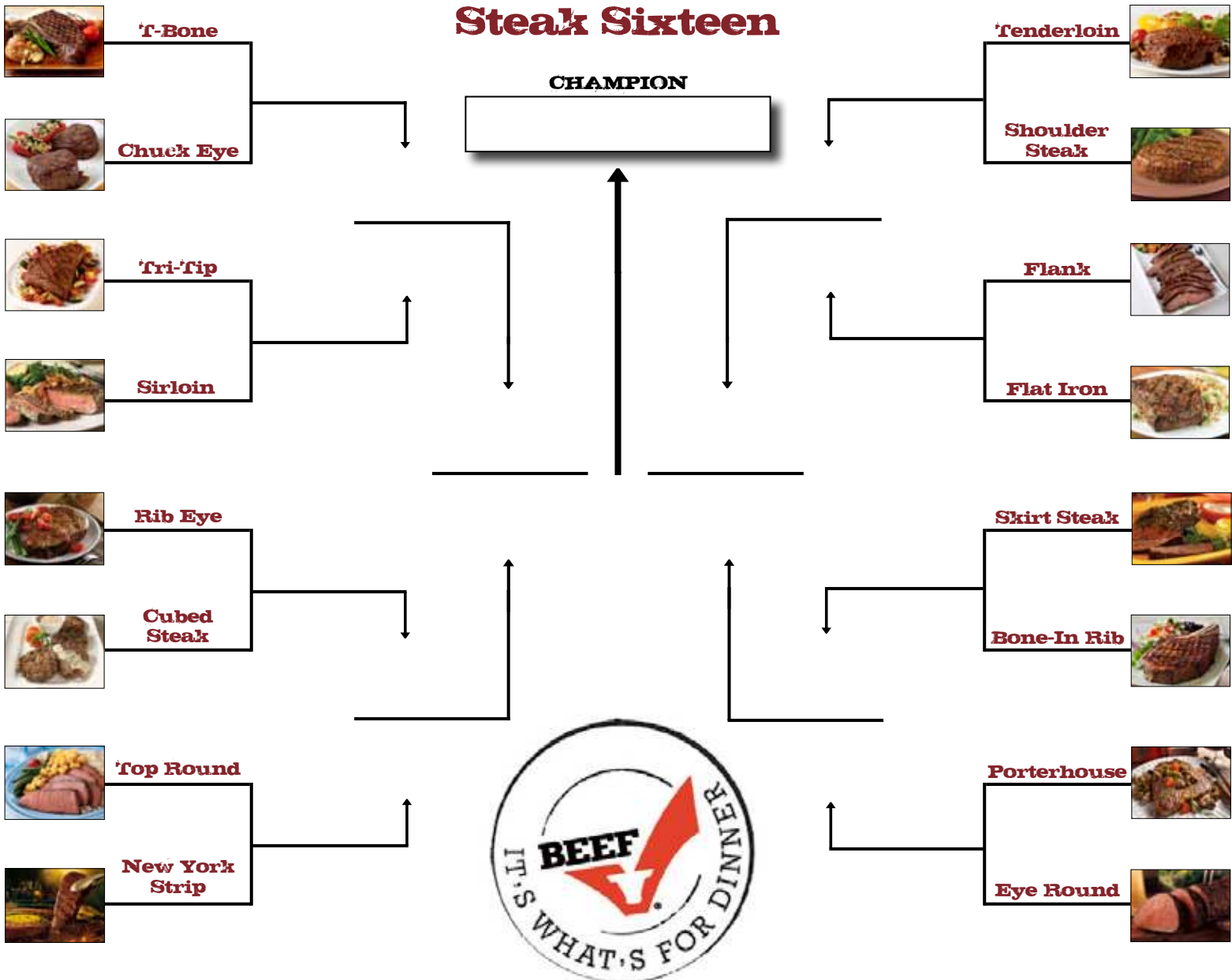


March Madness and the "Steak Sixteen"

The Utah Beef Council joined with 1280 'The Zone' sports radio, to create a steak sixteen bracket to go along with the NCAA tournament and March madness. Listeners have the chance to log onto The Zone's website to fill out their tournament bracket and to fill out their own "steak sixteen" bracket as seen below. Each person that participates is entered into a drawing to win a grill plus \$200 worth of beef steaks. There is a rotating front page contest logo on the website and promotional spots were produced by the station to encourage listeners to participate in the promotion. The steak sixteen bracket will be up through April 8th.

February through April throughout the day as well as online and with a smartphone stream.

Other ads were purchased to run during the weekly cougar sports radio featuring Alema Harrington. A link to the beef council's website with our logo is also in rotation on their website for 7 weeks.



Utah Rancher Saved by CPR

At the Utah County Cattlemen's banquet, John Mecham and his wife Melanie publicly thanked three fellow cattlemen. Last fall, at the sorting corral during cattle round up, John suffered a massive heart attack. Fellow cattlemen, Jordan Nielson, Landon Nielson and Brent Money performed CPR on John for more than 30 minutes saving his life until paramedics could arrive. John's cardiologist says he is a lucky man. Under the circumstances he probably had less than a 3% chance to live. Melanie thanked each of the men with a plaque displaying the poem "One More Day". Once again we see why ranchers are the best people.



Jordan Nielson, Landon Nielson,
John Mecham, Melanie Mecham, Brent Money

USDA Proposes Amendment to Country of Origin Labeling (COOL) Rule

National Cattlemen's Beef Association (NCBA) President Scott George, a cattleman from Cody Wyoming, issued the following statement regarding the United States Department of Agriculture's (USDA) proposed amendment to the mandatory Country of Origin Labeling (COOL) rule:

"NCBA has maintained that there is no regulatory fix that can be put in place to bring the current COOL rule into compliance with our World Trade Organization (WTO) obligation or that will satisfy our top two trading partners; Mexico and Canada. With the amended rule, the USDA has proven that to be true. The proposed amendments will only further hinder our trading relationships with our partners, raise the cost of beef for con-

sumers and result in retaliatory tariffs being placed on our export products. The requirement that all products sold at retail be labeled with information noting the birth, raising and slaughter will place additional recordkeeping burdens on processors and retailers, contrary to the administration's assertion. Moreover, this combined with the elimination of the ability to comingle muscle cuts, will only further add to the costs of processing non-U.S. born, raised and slaughtered products. The end result will be hesitancy to process imported product and increased instances of less favorable treatment of foreign product, giving our trading partners a stronger case at the WTO."

Beef Industry Sustainability Assessment

Improving Beef Production Today to Protect Tomorrow is a 4-page brochure providing preliminary results of the beef checkoff's industry-wide beef sustainability assessment.

Initiated in 2010, the project is the result of a checkoff partnership with the Agricultural Research Service of USDA and BASF Corporation and marks the first-ever comprehensive, full-chain sustainability assessment of a commodity product. For the beef industry, sustainability is defined as the process of meeting beef demand by balancing environmental responsibility, economic opportunity and social diligence throughout the supply chain.

Please note that the results are preliminary. The next steps in the process include assessment certification by NSF International and continuing the conversation with the beef producers who funded the project. Once certified the findings will be available for release to the general public.

A PDF version of the 4-pager and a video of industry leaders providing their perceptions of this important project

are available on www.beefresearch.org on the sustainability research page.

2011 National Beef Quality Audit Results Now Available

The 2011 NBQA is the most comprehensive survey of the beef industry ever taken.

Extensive enhancements were made to the traditional NBQA design to provide the industry with direction on factors beyond the physical characteristics of beef, such as food safety, sustainability, animal well-being, and the disconnect between agricultural producers and consumers.

The NBQA is aimed at continuous improvement in product integrity and eating satisfaction. The audit provides the industry a meaningful set of guideposts relative to quality and conformance of the U.S. beef supply. Please visit, www.bqa.org to download.

SEQUESTER CUTS HIT USDA NASS

USDA's National Agricultural Statistics Service (NASS) announced it is suspending a number of statistical surveys and reports for the remainder of the fiscal year due to reduced funding caused by sequestration.

Before deciding upon the program suspensions, NASS reviewed its survey programs against mission- and user-based criteria as well as the amount of time remaining in the fiscal year to conduct the surveys with the goal of finding available cost savings and maintaining the strongest data in service to agriculture.

NASS says the decision to suspend these reports was not made lightly, but it was nevertheless necessary, given the funding situation.

American Heart Association Certifies Three New Extra-Lean Beef Cuts As Part Of A Heart-Healthy Diet

The Beef Checkoff Program announced that three additional fresh beef cuts are now certified to display the American Heart Association's Heart-Check mark. Retailers now have the opportunity to market six different extra-lean beef items to their shoppers using one of the most trusted nutrition icons on food packaging today.

The extra-lean beef cuts that meet the American Heart Association's criteria for heart-healthy foods as part of an overall healthy dietary pattern, and are certified to display the Heart-Check mark include:

- Sirloin Tip Steak (*USDA Select Grade*)
- Bottom Round Steak (*USDA Select grade*)
- Top Sirloin Stir-Fry (*USDA Select grade*)
- Boneless Top Sirloin Petite Roast (*USDA Select grade*)
- Top Sirloin Filet (*USDA Select grade*)
- Top Sirloin Kabob (*USDA Select grade*)

"Having the American Heart Association certify three additional extra-lean beef cuts is yet another important milestone in the Beef Checkoff's efforts to help consumers understand the positive health and nutritional benefits of beef," said Jeanne Harland, beef producer from Illinois and chair of the checkoff nutrition and health subcommittee. "Using strong science-based guidelines and criteria, the American Heart Association has now certified six different beef cuts and we will continue to support and apply scientific evidence to show consumers how they can eat healthfully with extra-lean beef."

The Dietary Guidelines for Americans and leading health organizations, including the American Heart Association, recognize lean meat as a nutritious food and a single serving of lean meat can be part of a healthy diet and lifestyle.

"Independent research and this certification from the American Heart Association confirms to consumers that extra-lean beef can be a building block in an overall heart-healthy diet," said Cheryl Hendricks, a registered dietitian with the National Cattlemen's Beef Association, contractor for the Beef Checkoff Program. "We know that consumers are looking to retailers as a trusted source of nutrition information. Displaying the American Heart Association Heart-Check mark in the meat case makes it easier for consumers to identify heart-healthy extra-lean beef and as a result, grow beef sales among health-conscious shoppers."

Hundreds of stores across the U.S. currently display the Heart-Check mark on certified beef items in the meat case and retailers can work with the Beef Checkoff Program to participate in the American Heart Association Food Certification Program to receive significant cost savings.

Integrated promotional tools are available to help retailers merchandise the certified cuts where it matters most – the point of purchase. Resources such as on-pack labels, posters and recipes help make healthier choices

with extra-lean beef cuts in the meat case, and ultimately, generate fresh beef sales. In fact, nearly 75 percent of shoppers say the Heart-Check mark improves the likelihood that they'll buy a product and boosts incremental sales an average of 5 percent when point-of-sale materials are used to promote certified products.

Supermarket chain K-V-A-T Food Stores signed up to participate in the program in 2011 and offers American Heart Association-certified beef products in 94 of its stores. "We're extremely pleased with the results we've seen through the American Heart Association certification program," said Steve Holloway, Director of Meat and Seafood Operations for K-V-A-T Food Stores, Inc. "The on-pack labels and merchandising support from the Beef Checkoff have proved valuable in educating our shoppers that they can still eat extra-lean beef as part of a healthy lifestyle. It's been an opportunity to bring consumers back to the category and as a result, we've seen our extra-lean beef sales soar."



Utah Cattlemen's Association

"Working For You and Your Operation Since 1890"

REPRESENTATION

In the governmental process
Encourage cattle friendly legislation
Fight actions that harm the cattle industry

NETWORKING

Communication with ranchers like you
Invitations to sales and events
Cattlemen's conventions

EDUCATION

Learn industry best practices
Beef Cattle Field Day
Intermountain Beef 3910
Cattlemen's College
Cattlemen's newsletter

DISCOUNTS

Discounts and promotions from retail partners
Discounts at events
50% discount for advertising in the Utah Cattleman

UCA Membership Application

New Member: Yes ___ No ___

Recruited by: _____

Name _____ Spouse _____

Ranch Name _____

Mailing Address _____ Town, State, Zip _____

Phone _____ E-mail _____

Utah Cattlemen's Association (State Dues)
Cow/Calf Producers:
Cattle Owned: Dues
0 to 50 head.....\$75
51 to 100 head.....\$105
101 to 200 head....\$135
201 to 300 head....\$165
301 to 400 head....\$195
401 to 500 head....\$225
501 to 750 head....\$300
750 to 1000 head..\$375
Over 1000 head....\$100 + .30/hd
Feedlot Operators:
\$150 plus 10 cents/hd
one time capacity

Associate Business Member
NON-VOTING
(MAY NOT OWN CATTLE)
State Dues.....\$100
National Dues...\$150

Cattlemen's Dues
\$10 of the state cattlemen's membership will be contributed to the cattlemen for women's state membership.
Optional ANCW (national) dues are an additional \$50

National Cattlemen's Beef Association (National Dues)
Cow/Calf Producers:
Cattle Owned: Dues
0 to 100 head.....\$100
101 to 250 head.....\$200
251 to 500 head.....\$300
501 to 1000 head.....\$400 + .25/hd
1001 to 1500 head....\$550 + .25/hd
1501 & up.....\$750 + .25/hd
Feedlot Operators:
12.5 cents/hd marketed annually

State Dues: _____

National Dues: _____

ANCW Dues: _____

TOTAL: _____

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Utah Cattlewomen's Association News



Hello fellow cattlemen! It's finally Spring! I just love this time of year! My name is Deb Richards of Roosevelt, Utah. I thank you for the opportunity to serve you as a 2nd Vice President of UCWA. I look forward to learning all about UCWA and what we do, and I especially look forward to getting to know each of you better. You are all such wonderful people. Thank you for making me feel so welcome.

I was asked to tell you a little about myself. I grew up in New Plymouth, Idaho, on a small 40 acre farm, which provided a wonderful playground for my childhood. I am the fourth of seven children, and the daughter of Rod and Kay Jorgensen. I have five brothers and one sister, so most of my duties were inside. But, I remember riding the tractor with my Dad, bottle feeding baby calves, and going with the family to load hay bales onto the flatbed trailer, then riding on top of the stack on the way home. From our home we had a beautiful view of patchwork green fields, and a stunning sunset. It was a lovely place to grow up.

While at New Plymouth High I was involved in many things, one of which led me to a Cross-country and Track Scholarship at Ricks College. My experience at Ricks proved to be the next highlight of my life as I was able to participate on the first women's team ever to win nationals in cross-country. This was a rare moment that the seven of us will cherish. I then transferred to the U of U, on an attractive scholarship and completed two more years of education and running before I served an LDS Mission to Guatemala (another great highlight of my life).

Upon returning from Guatemala, I finally decided on my career, which led me to Utah State University. This is where I met my husband, Don Richards, and finally received two degrees. The first was a bachelors in Spanish and English (teaching), and at last, my MRS degree. We loved Logan, but after 3 years Don graduated with his bachelors, and we accepted an offer to work at Zions Bank in Roosevelt.

Through this job, Don met many people and came across many opportunities. One of them led us to buy-

ing the local livestock auction, Basin Livestock Market, which we have owned now for 12 ½ years. Don loves cattle and I enjoy the simplicity, beauty and peacefulness of country living. Roosevelt has proven to be a remarkable place for us to reside and raise our family.

Don and I have been married now for almost 18 years. I am lucky to have such a wonderful husband and father. Don is determined to teach our children the value of work and make them useful to society. We have five children, three boys and two girls, in that order. We love our family very much. Our children are our greatest joy and I love being their mother. They are ages 16, 15, 14, 9, and 3. Our children enjoy basketball, track, soccer, and

ballet. Between them all, they play the violin, piano, trumpet, guitar, and cello. Our second oldest boy is Don's right hand with the cattle. He loves it very much and is very involved in FFA. They are all wonderful children.

Some of my favorite things are: aprons, quilting, watching sunsets, reading, playing basketball and volleyball, photography, running Ragnar Relays

and half marathons, watching my kids at games/recitals, playing games with my family, going for walks, horseback riding, being with friends, going to reunions, traveling, candlelight dinners and going on carriage rides.

My dreams are: to serve many LDS missions with my husband; to own my own collection of carriages, wagons, buggies, etc. (and ride around in them with my husband); to raise good children; and to write and publish ONE book, even if only my family reads it.

We hope to see everyone at the ANCW Region XI Meeting in St. George this month! (April 25-27th)

Deb Richards
UCWA 2nd VP
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Cattlewomen



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