CAROLINA CATTLE CONNECTION



Spotlight on

BRANGUS

NOVEMBER 2026 • Vol. 40, Issue No. 11

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Henke Historic



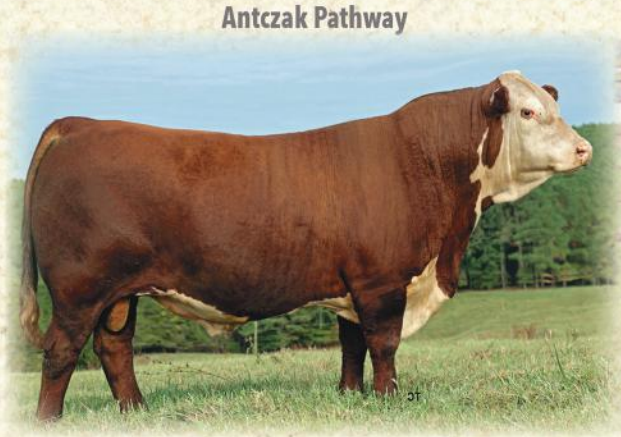
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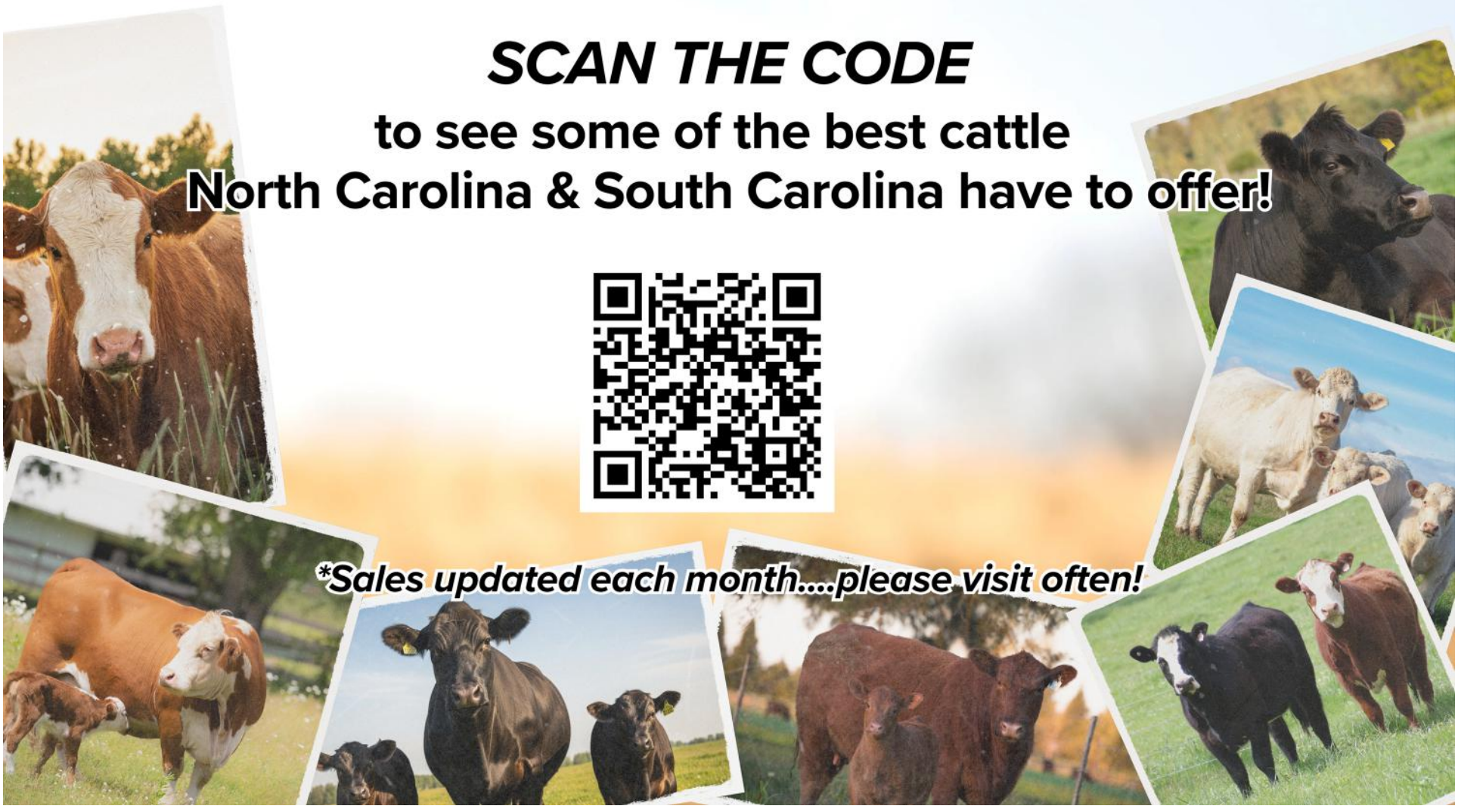


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By **AMBER STARNES,** *S.C. Cattlemen's Association*

Director's Report

Winding Down the Year

As we move into November, I hope everyone across South Carolina has had a successful fall and is beginning to prepare for the winter months ahead. This time of year provides a great opportunity to slow down, evaluate the year behind us, and begin making plans for the year ahead.

For the S.C. Cattlemen's Association, 2026 has been another busy and productive year. One of the things I appreciate most about serving as Executive Director is the opportunity to work with cattlemen and women from across our state. From our local cattlemen's associations to industry partners, educators, veterinarians, livestock markets, and individual producers, our industry continues to demonstrate the importance of working together.

Looking Back on 2026 – Throughout the year, SCCA has continued to focus on providing our members with information, education, representation, and opportunities to connect with others in the cattle industry.

Our association continues to grow our communication efforts through *The Carolina Cattle Connection*, email updates, social media, and other member resources. We want our members to have access to timely information that can help them make decisions on their operations and stay informed about issues affecting the cattle industry.

We have also continued to promote South Carolina beef and our state's cattle producers through initiatives such as Buy SC BEEF. If you sell beef directly to consumers or offer freezer beef and are a member of SCCA, we encourage you to take advantage of the opportunity to be included on our Buy SC BEEF list. Connecting consumers with South Carolina cattle producers is an important part of supporting our industry.

Preparing for the Months Ahead – November is also an important month for herd management. As producers finish the fall grazing season and prepare for winter, now is the time to evaluate pasture conditions, hay supplies, cattle body condition, and overall herd health.

Pregnancy checking and reviewing reproductive performance can provide valuable information as producers make culling and replacement decisions. Open cows, late bred cows, and cows with a history of reproductive challenges should be evaluated carefully as producers determine their plans for the coming year.

Winter feeding decisions are also just around the corner. Testing hay, evaluating forage availability, and developing a supplementation plan before cattle run short on forage can help producers avoid unnecessary expenses later in the winter.

Looking Toward 2027 – As we approach the end of the year, the SCCA Board of Directors is already looking ahead to 2027. We are working on upcoming programs, educational opportunities, membership initiatives, and ways to continue strengthening our association and South Carolina's cattle industry.

I encourage every SCCA member to stay involved. Attend your local cattlemen's association meetings, participate in SCCA activities, share information with fellow producers, and encourage other cattlemen and women to become members.

Our association is only as strong as the producers who are willing to get involved and support it.

Thank You – I want to take this opportunity to thank our members, board of directors, local cattlemen's associations, industry partners, sponsors, and volunteers for their continued support of the S.C. Cattlemen's Association.

The cattle industry faces challenges every year, but South Carolina's cattle producers continue to adapt, work hard, and find ways to move the industry forward. It is a privilege to represent you and work alongside so many individuals who are committed to the future of cattle production in our state.

As we head into the Thanksgiving season, I am especially thankful for the people who make South Carolina's cattle industry what it is. Thank you for your membership, your support, and your commitment to our industry.

I look forward to continuing this work with you as we finish 2026 and prepare for an exciting 2027.

Keep working cattle, keep supporting one another, and most importantly, keep moving the South Carolina cattle industry forward.

SPOTLIGHT on Brangus

About Brangus Cattle

Brangus is an American hybrid breed of beef cattle. The breed was developed to utilize the superior traits of Angus and Brahman cattle. Their genetics are stabilized at ⅜ Brahman and ⅝ Angus.

History – The combination of Angus and Brahman cattle results in a breed that unites the traits of two highly successful parent breeds. Through rigorous natural selection, the Brahman cattle developed disease resistance, overall hardiness, and outstanding maternal instincts. Angus cattle are known for their superior carcass qualities. They are also extremely functional females that excel in both fertility and milking ability.

A review of the development of the Brangus breed takes us back beyond the founding of the American Brangus Breeders Association in 1949. However, registered Brangus cattle descend from the foundation animals recorded that year or registered Brahman and Angus cattle enrolled since then. Much of the early work in crossing Brahman and Angus cattle was done at the USDA *Experiment Station in Jeanerette, Louisiana. According to the USDA 1935 Yearbook in Agriculture*, the research with these crosses started about 1932.



During the same period, Clear Creek Ranch of Welch, Okla., and Grenada, Miss.; Raymond Pope of Vinita, Okla.; the Essar Ranch of San Antonio, Tex.; and a few individual breeders in other parts of the United States and Canada were also carrying on private experimental breeding programs. They were looking for a desirable





beef type animal that would retain Brahman cattle's natural ability to thrive under adverse conditions in combination with the excellent qualities for which Angus cattle are known.

The early breeders from 16 states and Canada met in Vinita, Okla., on July 2, 1949, and organized the American Brangus Breeders Association, later renamed the International Brangus Breeders Association (IBBA), with headquarters in Kansas City, Missouri. The headquarters eventually moved to San Antonio, Tex., where it has permanently been located since January of 1973. There are now members in nearly every state, Canada, Mexico, Australia, Central America, Argentina, and South Africa.

Characteristics – Brangus cattle are black or red and polled, with a sleek coat and pigmented skin. Their ears are medium to large, and the skin is loose with neck folds. The rump is slightly rounded, and the bulls have a moderate hump.

Brangus have a good temperament, which was originally selected for when the breed was created.

Mature Brangus bulls generally weigh between 1,800–2,000 pounds, while mature females generally weigh around 1,100–1,200 pounds.



Bulls mature by two years of age and are ready to go into service by 18 months. Heifers are ready to breed by 14 months of age and deliver their first calf at 24 months of age. The bulls can remain in service through age 12, while the cows can produce calves beyond the age of 14.

This breed is considered to be very versatile, being high performers on pasture and in the feed yard. They have also proven resistant to heat and high humidity. Under conditions of cool and cold climate, they seem to produce enough hair for adequate protection.

The cows are good mothers, and the calves are usually of medium size at birth.

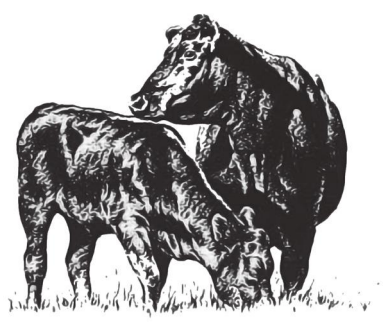
Brangus cattle are known for:

- Resistant to heat and high humidity
- Hardy in cold climates
- Good mothers
- Resistance to ticks and bloat
- Good foragers
- Rapid weight gain
- Average to slightly late maturing
- A carcass without excessive fat

Comparative – Research in Louisiana has indicated that Brangus cows increase their weights during the summer months while Angus cows lose weight, indicating they are more adaptable to coastal climates.

Carcass tests conducted by Texas A&M University confirmed the ability of Brangus to produce exceptionally high quality carcasses. There were 330 steers by 17 Brangus sires and 32 Angus steers by two high marbling accuracy Angus carcass sires used in this test. The 19 sires were randomly bred to predominantly Brangus females. The cattle were managed alike, fed at Tri-State Feeders, and harvested at Iowa Beef Processors in Amarillo, Texas. The Warner-Bratzler Shear Force Test was conducted on ribeye samples from each of the steers. Of the Brangus samples, 97 percent scored "tender" or better, while 94 percent of the Angus samples tested tender. Brangus were 14–17 percent more favorable than the Angus average. According to the 1990 National Beef Tenderness Survey, the average for shear force rating was 7.4 pounds.

Distribution – Brangus can be found all over North America, South America, Africa, and Australia.



Our breed Spotlight special sections are excellent forums to reach producers and cattle industry insiders in the Carolinas and throughout the Southeast. Advertisers also receive a special discount for placing their message in the Spotlight.

SPOTLIGHT on Brangus

Thomas Farms – Brangus

By KEITH THOMAS, *Fountain Inn, S.C.*

Thomas Farms began in 1917 with my great grandparents in Fountain Inn, South Carolina. The farm was established by farming cotton from 1917 until 1955. From 1955 through 1970, Keith's grandparents, Robert and Myrtle, continued the farm by raising beef cattle and watermelons. Poultry was also a key part of the farm during this time. After 1970, the farm transitioned to 100 percent beef cattle as a cow-calf operation. In 1982, my dad, Donald, began helping with the cow-calf operation and taking the lead in 2001. In 2026, Thomas Farms is a 6th generation farm with my dad, son, and grandsons.

Angus to Brangus – In 2014, I bought the first registered Brangus cow with the mindset of moving towards a Brangus seedstock operation with our commercial cow-calf operation. In 2018, we purchased our first registered Brangus bull, and the journey began. I was first attracted to the look of the Brangus breed with their deep sides, moderate ear, dewlap, sheath, and moderate hump between their shoulders. In my opinion, the Brangus breed is the best performing and best looking in the business. From the performance side, our Brangus cows have proven to be docile, solid footed, and heat tolerant with maternal productivity and long term



Six generations at Thomas Farms – Titus, Donald II, Donald, Lincoln, Kathy, and Keith.



Lacy JT T006 with RJ Sir Cotton T017, both raised on the farm. RJ Sir Cotton T017 is going to make a solid herd bull.



RJ Blackjack T004 was our first Brangus bull raised on the farm. He's currently in Chesterfield County and providing solid calves for his owner.



Lacy KT T002 with her bull calf RJ Sir Sampson T016, both raised on the farm. RJ Sir Sampson T016 is going to make a solid herd bull.

longevity. We still have our first registered Brangus cow, and she is still producing solid calves for our operation. At the end of the day, the Brangus breed is the complete package for crossbreeding benefit — heterosis. We continue to see in both our registered and commercial calves a consistent solid calf on sale day. This is another advantage of using Brangus in your herd.

From the Ground Up – Since 2018, we have been building our registered Brangus herd, one cow at a time. Our goal is to build a solid foundation to be able to provide quality Brangus Bulls to our customers. Thomas Farms Brangus bulls are being bred to meet the demands of the commercial cow-calf producers, with the following focus points:

- Docility
- Solid Legs and Footing
- Moderate Calve Ease
- Calve Ease
- Moderate Ear
- Breeding – A.I. and Natural — We still have requests to see the sire and dam.
- Milk Scoring – 10 Plus — We are focused on milk numbers of both the sire and dam. We believe the natural resource of the cow to calf is the key to the calf's growth and weaning weight. Pounds on the ground!
- Bulls that are solid with "No" fall off

We are committed to raising our bulls naturally with limited supplementation to produce a hardy, well adapted bull.



RJ Sir Cotton T017 at two years old raised on Thomas Farms. We decided to keep as one of our herd bulls, and he is doing a solid job for us.



Out checking for new calves. All our Brangus and commercial cows are very docile.



It's exciting times on Thomas Farms with new Brangus calves hitting the ground. Lacy JT T001 has provided another solid Brangus bull calf. The first for 2027.



RJ Sir Sampson T016 at 18 months on Thomas Farms. He's now two years old in Chester County with his new owners. They are well pleased with his performance.

Marketing Strategy – All our bulls get two rounds of vaccinations and two rounds of deworming. At 18 months our bulls are checked by our veterinarian with a complete BSE performed. We also use the following means to advertise our bulls:

- Word of mouth through our existing customers.
- South Carolina Market Bulletin
- Our farm Facebook page – ThomasFarms-Brangus
- International Brangus Breeders Association
- Southeast Brangus Breeders Association

Family Affair – Thomas Farms has been a family farm since 1917, and we hope and pray we can continue what my great grandparents started. We have a deep rooted love for the farm and raising Brangus cattle. The success of the farm is based on our faith in Jesus Christ and continuing the foundation of honesty and building lasting relationships.

Psalm 113:3 - *"From the rising of the sun to the place where it sets, the name of the Lord is to be praised."*



Lacy JT T003 is one of our foundation Brangus cows that we continue to build our program on.

2026 Spotlight Issues Schedule

Most of the breed associations in North and South Carolina have stepped forward and renewed their contracts for Spotlight sections in *The Carolina Cattle Connection* for 2026. If your breed is not featured as a Spotlight section and you would like to inquire on any open months please feel free to contact me. Below is the tentative schedule for the upcoming year.

2026 RESERVED SPOTLIGHT ISSUES

JANUARY	**CHAROLAIS**
FEBRUARY	**FORAGES**
MARCH	**ANGUS**
APRIL	**PIEDMONTESE**
MAY	**BRAHMAN**
JUNE	**HEREFORD**
JULY	**BELTED GALLOWAY**
AUGUST	**SIMMENTAL**
SEPTEMBER	**SANTA GERTRUDIS**
OCTOBER	**WAGYU**
NOVEMBER	**BRANGUS**
DECEMBER	**SOUTH POLL**

For more information about your breed's Spotlight Issue, contact:

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SPOTLIGHT on Brangus

Your Cattle Have a Story to Tell — The Big Data Project

By CORD WEINHEIMER, *International Brangus Breeders Association*

As an organization, we spend a lot of time talking about genetics. We talk about bull, EPDs, DNA, pedigrees, and the traits we are trying to improve in the next generation of Brangus cattle.

But eventually, those genetics have to work in a commercial setting.

That is where the Big Data Project comes in.

The goal is to take the genetics we know are in Brangus cattle and connect them to how those cattle perform after they leave the seedstock operation. By collecting DNA, performance, and carcass information from commercial cattle, IBBA can build a better understanding of what Brangus influenced cattle are doing in commercial production.

For commercial producers, there is value in having that information on the cattle you are already producing.

What's in it for you? The first question most producers will ask is simple — What do I get out of it?

When a complete set of individual carcass data is collected, IBBA submits the animal's DNA to Neogen for analysis. The DNA and carcass information are then returned to the original owner.

The total cost is approximately $44 per animal.

Commercial producers are not responsible for that entire amount. Funding from the International Brangus Foundation helps support the program, with the remaining cost shared between the Foundation and the seedstock producer from which the Brangus bulls originated.

In other words, producers get information on the cattle they are already raising while getting help with the cost of collecting it. At the same time, those records add to a larger body of data that can help demonstrate how Brangus genetics perform in commercial herds.

How do I get involved? There are a few requirements to get cattle into the program.

Brangus sires must have a TSU DNA sample collected and on file with IBBA. The program is then open to Brangus sired commercial steers and heifers. Producers will need to provide a list of possible sires, have the cattle tagged with an EID before shipping and have the cattle qualify as part of a contemporary group.

Once a group is approved, IBBA will work with the producer to facilitate placement with a cooperating feedyard or backgrounder when possible.

The basic process is:

1. Collect DNA and apply an EID tag at your operation.
2. Place the cattle with a cooperating feedyard or backgrounder.
3. After carcass data is received, IBBA submits the DNA to Neogen.
4. DNA and carcass results are returned to the original owner.
5. DNA testing costs are shared between IBBA and the seedstock provider.

Putting the data to work – The value of the Big Data Project comes down to having more information to make decisions with.

Commercial cattlemen are already making breeding and management decisions based on what they see in their herds.

Adding individual DNA and carcass data gives producers another piece of information to consider when evaluating those decisions.

It also gives the Brangus breed a better look at how its genetics perform outside the seedstock herd.

If you have qualifying Brangus influenced cattle, contact IBBA to find out if your cattle are eligible to participate.

The more commercial cattle we have in the database, the more useful the information becomes for producers using Brangus genetics.



SPOTLIGHT on Brangus

EC Brangus — Mocksville, N.C.

By EVON CROOKS, *Mocksville, N.C.*

Since 1998, EC Brangus has been producing registered Brangus cattle. We are a cow/calf operation that markets breeding age bulls as well as open and bred heifers. We artificially inseminate (A.I.) all our females to some of the best herd sires across the United States. This allows us to continuously improve our herd and market some of the best Brangus cattle in the Southeast. We are now engaged in flushing some of our best cows and using embryos to improve consistency. At weaning, we evaluate heifers and bulls for breeding soundness and do not hesitate to cull those that are questionable in making good mama cows or herd bulls. Disposition is the most important trait at EC Brangus. If an animal exhibits poor disposition, they will be culled. We sell what we would keep.

EC Brangus sells breeding age bulls by private treaty or at the Lake City Annual Invitational Black Bull Sale in Lake City, South Carolina. Over several years, our bulls have averaged in the top one percent of sales in Lake City. This is a testament to the quality and genetics of the bulls we sell.

The majority of Brangus bulls sold are purchased by commercial breeders. The data shows that Brangus sired calves can add 100



or more pounds to weaning weight. So, if you have a commercial operation with, say, 50 heads, 100 pounds extra weaning weight at approximately $3+ per pound will provide $300+ per head additional income. Multiply that by 50 head, and you'll add





$15,000+ to your bottom line. So, paying $10,000 for a good Brangus bull can add $5,000+ more in annual income in the first year of purchase.



The majority of our females are sold at the annual Cut Above Sale in Cullman, Alabama. Our cattle sell, on average, in the top ten percent of sales.

During the summer when our grandchildren are out of school, you will find them out on the farm with Grandpa, feeding, checking fences, and evaluating animals. We are passionate about Brangus cattle.





Have you forgotten something? Make sure your cattle loving friends are members of your state and national associations!

L&W Cattle Company

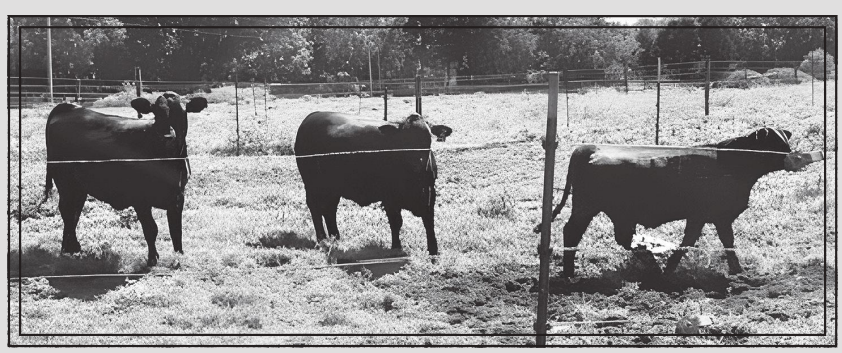
By DOUG WILLIAMS, *Mocksville, N.C.*

I ave been in the Brangus cattle business since 1988. This is my livelihood. I was raised with Angus and Charolais cattle and have owned some Simmental, yet I think the Brangus cow is the best cow walking. We have a lot of fescue North Carolina, and the Brangus cow will outperform on fescue grass. In the heat of the day, she will be out grazing. The other breeds will be in the shade or in a mud hole trying to cool off.



The 77-year-old Brangus breed is made up of ⅝ Angus and ⅜ Brahman. In the early 1990s, they crossed Angus and Brangus and got the Ultrablack — 13/16 Angus and 3/16 Brahman. I think all commercial cattlemen in the Southeast need a little Brahman influence in their cow herd.

L&W has bulls and females for sale year round. If you are interested in the Brangus or Ultrablack breed, feel free to contact me at any time at 336-745-5252 or whipowill@yadtel.net.



SPOTLIGHT on Brangus

Brangus in North Carolina and South Carolina

Registered Brangus must be ⅜ Brahman and ⅝ Angus, solid black, solid red, and polled as to confirmation and breed characteristics. Both sire and dam must be recorded with the International Brangus Breeders Association to register an offspring.

Brangus is the sustainable beef breed with more than 60 years of designed crossbreeding just for you. Brangus cattle make ranching operations more profitable and sustainable with animals that are more adaptable and have improved longevity and excellent reproductive efficiencies.

Brangus cross replacement females are known for easy fleshing, early puberty, and lower input costs, as she consistently calves at an early age. Females usually have their first calf by their second birthday (two years old). Females are the ideal maternal choice for commercial cattlemen in maximizing profit.

If you are seeking higher weaning weights and increased profitability, invest in a registered Brangus bull to cross with your animals. You may contact any of the following Brangus breeders nearest you to purchase a registered Brangus bull:

North Carolina

Evon Crooks – EC Brangus
Mocksville, N.C.
336-817-6890

Doug Williams – L&W Cattle Company
Mocksville, N.C.
336-745-5252

Pete & Brenda Peterson –Peterson Brangus
Hamptonville, N.C.
336-526-6087

Jeremy Sessoms – Pine Knot Cattle Company
Bennett, N.C.
336-408-8174

Steve Whitley – Whitley Cattle Company
Smithfield, N.C.
919-632-5107

Joe & Mike Willoughby – Willoughby Farms
Fairmont, N.C.
910-740-5921

Michael Cocchiaro – Windlass Farm
Hillsborough, N.C.
512-745-4795

South Carolina

Will Boozer – Cornerstone Cattle Company
Elgin, S.C.
803-622-5785

Richard Sox – Dogwood Hill Farms
Lexington, S.C.
803-606-1439

Carroll & Raechele Simpson – Gin Creek Cattle Company
Iva, S.C.
864-940-1721

John Harding – Harding Brangus
York, S.C.
803-242-3248

Matt Harper – Harper Cattle Company
Hickory Grove, S.C.

Joe & Maranda Davis – J Davod Cattle
Westminster, S.C.
864-710-3626

Keith Thomas – Thomas Farms
Fountain Inn, S.C.
864-449-0079

The Carolina Cattle Connection

Producer/In State Advertising Rates & Sizes

For Commercial Rates, contact Livestock Advertising Network at 859-278-0899.

All rates listed are for BLACK & WHITE ads only!
An additional flat rate for color will be included, regardless of size.

1 Spot Color - $100 • Full Color - $300

FULL PAGE

10 W x 12¼ D

$575 - Open Rate

$530* - 6 Ads Annually

$460* - 12 Ads Annually

**per month*

HALF PAGE

$400 - Open Rate

$375* - 6 Ads Annually

$320* - 12 Ads Annually

**per month*

Half Page Horizontal

10 W x 6⅛ D

Half Page Vertical

4⅞ W x 12¼ D



¼ PAGE

$225 - Open Rate

$200* - 6 Ads Annually

$180* - 12 Ads Annually

**per month*

4⅞ W x 6⅛ D

2¼ W x 12¼ D

⅛ PAGE

$200 - Open Rate

$185* - 6 Ads Annually

$160* - 12 Ads Annually

**per month*

4⅞ W x 4⅞ D

2¼ W x 6⅛ D

CLASSIFIED RATES

(Open Rate Examples)

Please contact for Contract Rates!

1¼ inch x 1 column	1¼ inch x 2 columns
$40	$80
2½ inches x 1 column	2½ inches x 2 columns
$80	$160

North Carolina BEEF COUNCIL

UPDATE

Beef Meets the Consumer — Your Checkoff at the N.C. State Fair

Last month, we started with the dollar — how the Beef Checkoff is structured, where the $1/head assessment goes, and the rules that guide how those dollars can be invested.

This month, let's look at what that investment can look like in action. Each October, the N.C. State Fair brings together hundreds of thousands of people from across our state. For the N.C. Beef Council, it provides an opportunity to do something that is at the heart of Checkoff funded consumer information and promotion — sharing beef information and resources directly with consumers.

Meeting Consumers Where They Are — Most consumers will never attend a cattlemen's meeting, visit a livestock market, or spend a day on a cattle operation. But they still make decisions about beef every time they walk through the grocery store, order at a restaurant, or plan a meal for their family.



That makes opportunities like the state fair valuable. Rather than waiting for consumers to come looking for information about beef, Checkoff programs allow us to meet them where they already are.

At this year's state fair, the N.C. Beef Council joined other agricultural partners in the Barnyard exhibit to connect fairgoers with North Carolina agriculture. Through conversations, educational materials, recipes, and other resources, visitors had the opportunity to learn more about beef and the cattle industry.

More Than Handing Out Recipes – A recipe card may seem simple, but consumer outreach has a larger purpose. Today's consumers have questions about what they eat. They want ideas for preparing beef, but they may also have questions about nutrition, food safety, how cattle are raised, and where their food comes from. Checkoff funded consumer information helps provide credible, useful information to answer those questions while keeping beef relevant to today's families.

The state fair also gives us something that cannot always be accomplished through an advertisement or social media post — face-to-face conversation. Those conversations create opportunities

PEARSON
"DESIGNED FOR CATTLEMEN BY CATTLEMEN"

Complete Working
Facilities for Cattle and Bison
Heavy, rugged construction — Built to last!
Rawhide Portable Corrals In Stock!
Quality Equipment at Competitive Prices
Call about NEW PORTABLE SYSTEMS!
For Information or Brochures, contact:
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540-810-4605
PEARSON LIVESTOCK EQUIPMENT
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to answer a question, explain something about beef production, or simply help someone feel more confident preparing a beef meal at home.

Extending the Reach – One of our goals with the N.C. Beef Checkoff is to make smart use of resources already developed through the national Beef Checkoff and extend them to North Carolina consumers. That means we do not always need to create something new. National investments have already produced consumer research, recipes, nutrition information, educational materials, and other resources that can be put to work here in North Carolina.

Events like the state fair give us an opportunity to take those resources and put them directly into the hands of the people they were designed to reach. It is a good example of how state and national Checkoff investments can work together.

Thank You to Our Team – Opportunities like this also depend on people willing to give their time to help carry out the work. A special thank you to our interns and N.C. Beef Ambassadors for their support and willingness to help with this year's State Fair.

Their assistance helped us staff the exhibit, distribute educational resources, and engage with fairgoers throughout the event. We appreciate their time and commitment to helping us share beef information with North Carolina consumers.

Putting the Dollar to Work – Last month, we talked about what your Checkoff dollar can do. The state fair provides a chance to see that work firsthand. Every conversation will not result in an immediate beef purchase, and consumer promotion is rarely about a single interaction. It is about consistently keeping beef visible, providing trustworthy information, and building positive connections between consumers and the beef community. That is one way your Beef Checkoff investment goes to work.

Next month, we'll continue the series by taking a broader look at beef promotion and why Checkoff promotion is about much more than advertising.



THE BEEF CHECKOFF

Now Working Twice as Hard for YOU —Nationally and at Home

Have You Sold Cattle on the Farm?

If so, be sure to send in your checkoff investment.

- **It's the LAW to pay the National $1.00 Checkoff per head on all cattle sold.**
- **It's a wise investment to contribute to the North Carolina Cattle Industry $1.00 Assessment per head on all cattle sold.**

The National ($1.00) Checkoff and the State ($1.00) Assessment provides funds needed to help promote beef and the cattle industry.
The Beef Checkoff program is run by producers like you and has played a vital role in increasing the demand for beef.
The North Carolina Cattle Industry Assessment will support youth activities, promotion, issues management, research, and education.

National Beef Checkoff/North Carolina Cattle Industry Assessment
PRIVATE TREATY SALES CHECKOFF/ASSESSMENT INVESTMENT FORM

Both the seller and the buyer have the responsibility to have the $1 per head assessment for the National Beef Checkoff and the $1 per head assessment for the North Carolina Cattle Industry Assessment collected and remitted to the N. C. Cattlemen's Beef Council. This form is designed for the seller to use in private treaty sales of North Carolina cattle.

Date of Sale _____

Seller's Name_____ Buyer's Name_____

Address_____ Address_____

City_____ State_____ Zip_____ City_____ State_____ Zip_____

Seller's Signature_____ Buyer's Signature_____

National Beef Checkoff

Total Number of Cattle Sold _____ x $1.00/head = $_____

North Carolina Cattle Industry Assessment

Total Number of Cattle Sold _____ x $1.00/head = $_____

Total Amount Remitted $_____

FOR OFFICE USE ONLY
Check No.:
Postmark Date:

Person remitting assessment ❑ Seller ❑ Buyer

Send Form and Remittance to:

N.C. Cattlemen's Beef Council
P.O. Box 1207
Cary, NC 27512

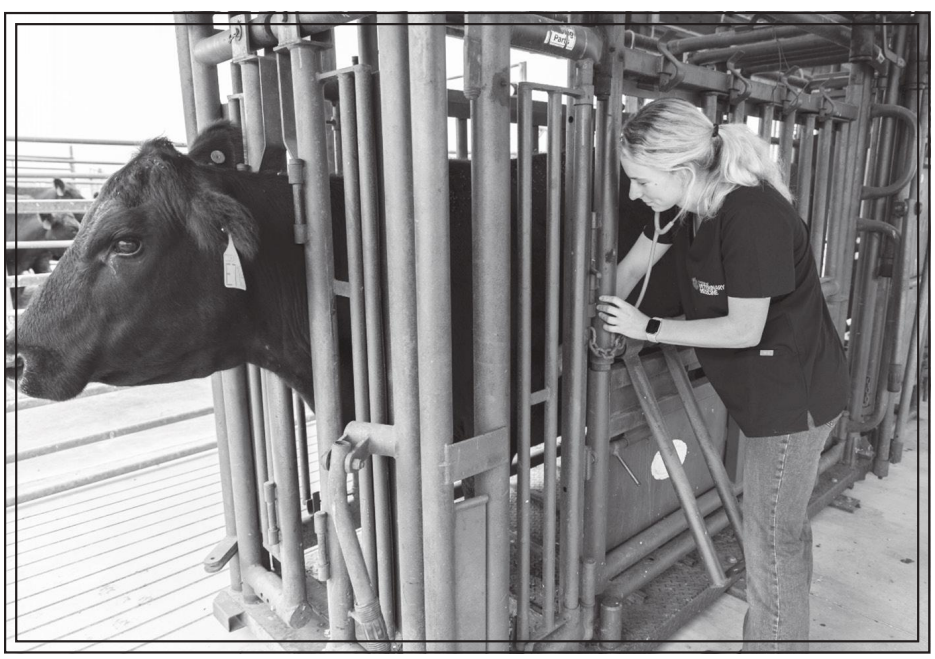
Winter Herd Management

By JERRY W. RITCHEY, DVM, Ph.D., DACVP,
Clemson University Harvey S. Peeler Jr. College of Veterinary Medicine

This time of year always reminds me of the challenges cattlemen and women face over wintering their herds. I see it too often on the other side. Dead animals start showing up in late January and February. Poor condition. They have just run out of energy. The culprit is always the same: poor nutrition and gastrointestinal parasitism.

Wintertime nutrition for cattle is a double edged sword. First, the dormant warm season grass in pastures is not quantitatively or qualitatively optimal, and secondly, cattle have increased energy demands in the wintertime. Cattle must burn more energy to maintain core body temperature, and there are increased caloric demands of gestation in cows and first time heifers. Increased energy demands with the possibility of reduced protein/calorie availability can be a deadly combination. Add parasitism, and the risk is even greater.

Cattle must have access to good forage in the wintertime. This can be accomplished with access to cool season grasses and legumes such as winter wheat, alfalfa, and clover — be mindful of bloat! Baleage can also be a great winter feed if available in your area. Otherwise, cattle need excellent quality hay. Even cattle on cool season grass/legumes need to have access to hay. If hay is your sole source, it is usually beneficial to supplement with protein — usually provided through cattle cubes. This is really a requirement if the hay you're feeding has low protein (<7%). It is best practice to evaluate the hay you are feeding to make sure it is nutritionally sound.

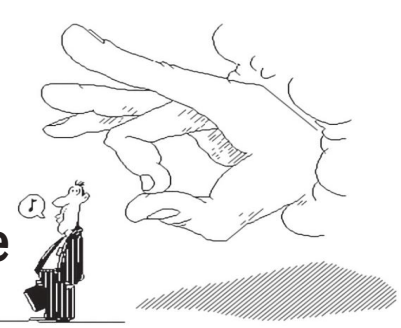


Mineral and vitamin supplements provided in mineral feeders, top dressing, or blocks are also important to support immunity and reproductive health. High-Mag applications are particularly important if cattle are on lush, cool season forage. Cattle must have access to good, clean water. Though not a significant problem in the Carolinas, ponds and pipes need to be checked and cleared if frozen during those times of hard freeze. Please consult your veterinarian or livestock extension agent to confirm your cattle are set up for success on their winter feeding program.

In addition to nutrition, the other enemy is intestinal parasitism. Significant parasitism can rob cattle — and your pocketbook — of the very nutrition you are providing. As part of a well managed herd, cattle should be tested for parasitism. This is usually done in late summer/early fall. Best practice is to collect fresh feces from 10–20 percent of the herd. Sample volume is about the size of a chicken egg, and samples can be pooled. Submit to your veterinarian or regional diagnostic laboratory for analysis. Although many just empirically deworm their cattle without testing, this method can increase drug resistance, waste money, and increase chemical usage on your farm. These days, you cannot just assume that a dose of Ivomec will clear the herd. Test and confirm.

Regular copy deadline is NOVEMBER 5 for the DECEMBER issue

Spotlight material is due NOVEMBER 1 for the DECEMBER issue



❖ AMAZING GRAZING ❖



What Do Men's Underwear Have to Do with Soil Health?

By DR. MATT POORE, *N.C. State University*

Recently, I had a message from my old friend Steve Washburn — whom I worked with for 30 years at N.C. State University — asking me to remind him about how we started burying men's underwear to demonstrate differences in soil health. He had read that there was a large project in Switzerland where they were burying men's underwear, and it brought back the memory of us doing that for our Pasture Ecology course as a teaching tool. I had the pleasure of seeing Steve and telling the whole story at a retirement party in September, and he encouraged me to write about it.

The story starts 30 years ago when we began conducting a Pastureland Ecology class for the USDA-NRCS national employee development system. This course has been taught 25 times. It is very popular and has attracted students from all across the country to Raleigh for an eight day course, including many hands-on demonstrations, including managing grazing of beef cattle, horses, sheep, and goats. We have trained over 500 grazing specialists, soil conservationists, and other NRCS staff from all 50 states, Washington, D.C., and several territories.



The course has been a great place to generate new ideas for educational demonstrations that make a point and keep the memories of the experience alive. About 15 years ago we were starting to bring in the concept of soil health to the course. We did several demonstrations to show that the soil was alive, including using respiration chambers, microscopic examination, worm counts, and soil pits. These were all of interest to the students, but many they had already seen, and it didn't quite reach that outcome level of "fun and memorable."

In 2010 the project team was brainstorming about how to improve the program for the coming year, and the subject of how to increase the impact of the soil health demonstrations came up. Dr. Julie Grossman, a soil ecologist, said that in research they sometimes had used a "cotton swatch" assay where they buried a piece of cotton cloth and then later dug it up to measure degradation of organic matter. Dr. Jim Green, then manager of the course, said we didn't need to buy cotton cloth because he would donate a drawer



full of old underwear his wife had been bugging him to get rid of. Someone pointed out that Jim's underwear was probably so full of holes we would not be able to tell if they had been buried or not! We all had a good laugh and went on to other subjects.

As we concluded our meeting, we returned to this underwear idea. Wouldn't that be a surprise for the students when we dug them up! They probably would never forget it. While it seemed a little embarrassing, we decided to try it. We buried new men's cotton underwear for two, four, or eight weeks in either healthy pasture, overgrazed pasture, or an area that was frequently tilled and rarely planted. Our colleague Dr. Sharon Freeman took on the job of managing the underwear demonstration, and over the years it became a big hit with the students. Several times we had drought leading up to the course, so April Shaeffer and the students had fun memories of watering the underwear!

Now here is the rest of the story.

Some of those students in the NRCS course took the practice home with them and began doing it all over the country for their educational programs. One day I was listening to "Wait, Wait, Don't Tell Me," the news quiz show on NPR. They have a segment where the three panelists tell the story behind a headline in the news, one being true and the other two being made up. The true story headline was "Farmers Burying Underwear in Pastures to Study Soil Health," from a local newspaper in Tennessee. After hearing the story, the contestant did not think that one could possibly be true!

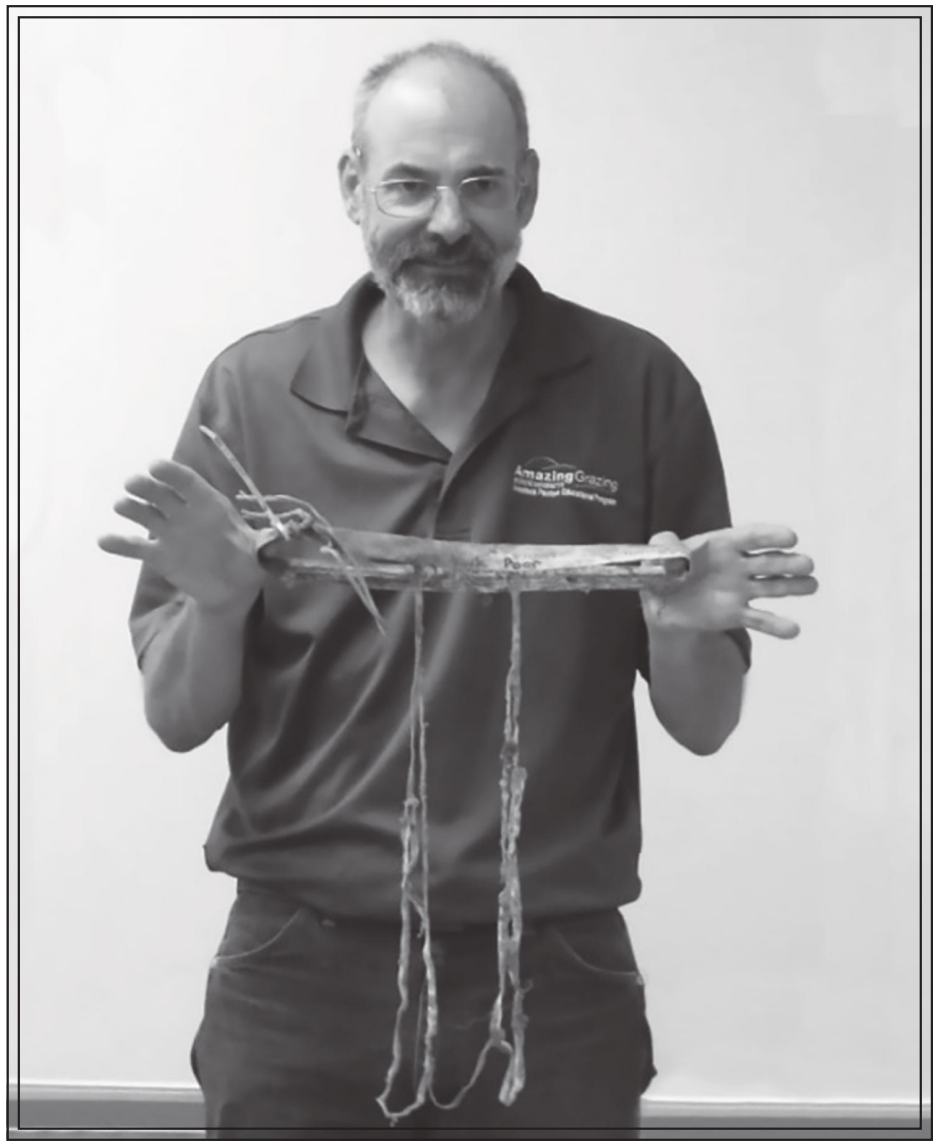
I did a pasture ecology workshop with Dr. John Andrae at Clemson in 2014, and I took the underwear left over from the course with me to use as a prop. This year we had buried underwear in a newly tilled corn field that had been fertilized with nitrogen. Amazingly and surprisingly, all the cotton was gone at four weeks, likely due to a very low organic matter, plenty of nitrogen and bacteria hungry for organic materials.

John had a newswriter at the workshop, and afterward he came up and said he had his story, "Researchers 'Soil Underwear' to Show Pasture Health." He got a good photo of me, and within a few days of posting his article, that photo became the number one image of me on the web!

Later that year, I had a call from a writer at a gardening magazine in Canada who had seen the article asking me about the practice of burying underwear. She had seen the Clemson article and thought it would make a good story for her magazine. She wrote an article about it, suggesting gardeners could enjoy using the practice to keep an eye on the biological activity in their soil. Apparently, many Canadian gardeners did so that year.

The following year we learned about the "Soil Your Undies" challenge issued by the Soil Conservation Council of Canada. The challenge was to bury the underwear and then dig them up and make a video of the result. You can see many of these videos on the web. The Soil Your Undies activity continues today as part of educational programs across the United States and Canada.

Three years ago, I was again listening to the radio and heard a story about a Citizen Science project in Australia where local civic and school groups were given a kit with men's underwear and instructions on how to bury them. When they dug up the underwear, they shipped them to the university for analysis. The most recent project that Steve had read about in Switzerland was similar and involved hundreds of citizen groups across that country.

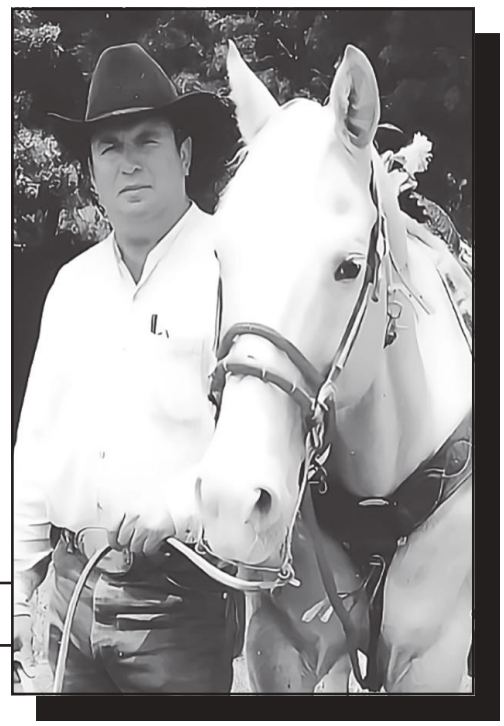


This is just another example of how simple things can make learning fun. Hands-on activities like those commonly used at Amazing Grazing workshops can really reinforce the principles and make the students want to go home and apply what they learned.

You can find a short video on the web of me telling the story at https://cefs.ncsu.edu/resources/soil-bioactivity/ and another longer one where Dr. Freeman instructs you on how to conduct an underwear burying demonstration at https://cefs.ncsu.edu/resources/soil-bioactivity-demonstration/.



E.B.'s VIEW FROM ❖ THE COW PASTURE ❖



If You Keep Your Eyes Open You Will Learn Something Everyday

By E.B. HARRIS, *Warrenton, N.C.*

Recently, I was over at the Walker Hill Farm, back in what we call the Deer Stand Pasture, taking pictures of our sixth calvers that are going to be on our November sale. Seth, who helps here on the farm, called on the radio and asked if I could come up to the pasture we call the Cotton Bale because we had a cow down. I finished up what I had to do rather quickly and went to where Seth was.

Sure enough, there was a cow down in the woods. She had calved, and it was pretty evident the calf had come 30 days early. I looked the situation over. She did not want to get up. She was a 1,250 lb cow in good body shape and slick, and the 5 lb calf she had should not have given her any trouble, in my opinion. I always say when something is wrong with a cow, it is either something she ate or something she ain't ate, but something made her slip that calf.

It is always a puzzle to me when something like this happens. I talked to vet Harrison Dudley about it, and he told me it could have been the stress of summer heat that made this happen at the time she was in gestation.

Anyway, back to the situation at hand — this cow was down. I try to be optimistic about what I can do to make it work, but I will be truthful. The whole time the cow was down, it was a hard case for me to get her back on her feet, but I was going to give her a try.

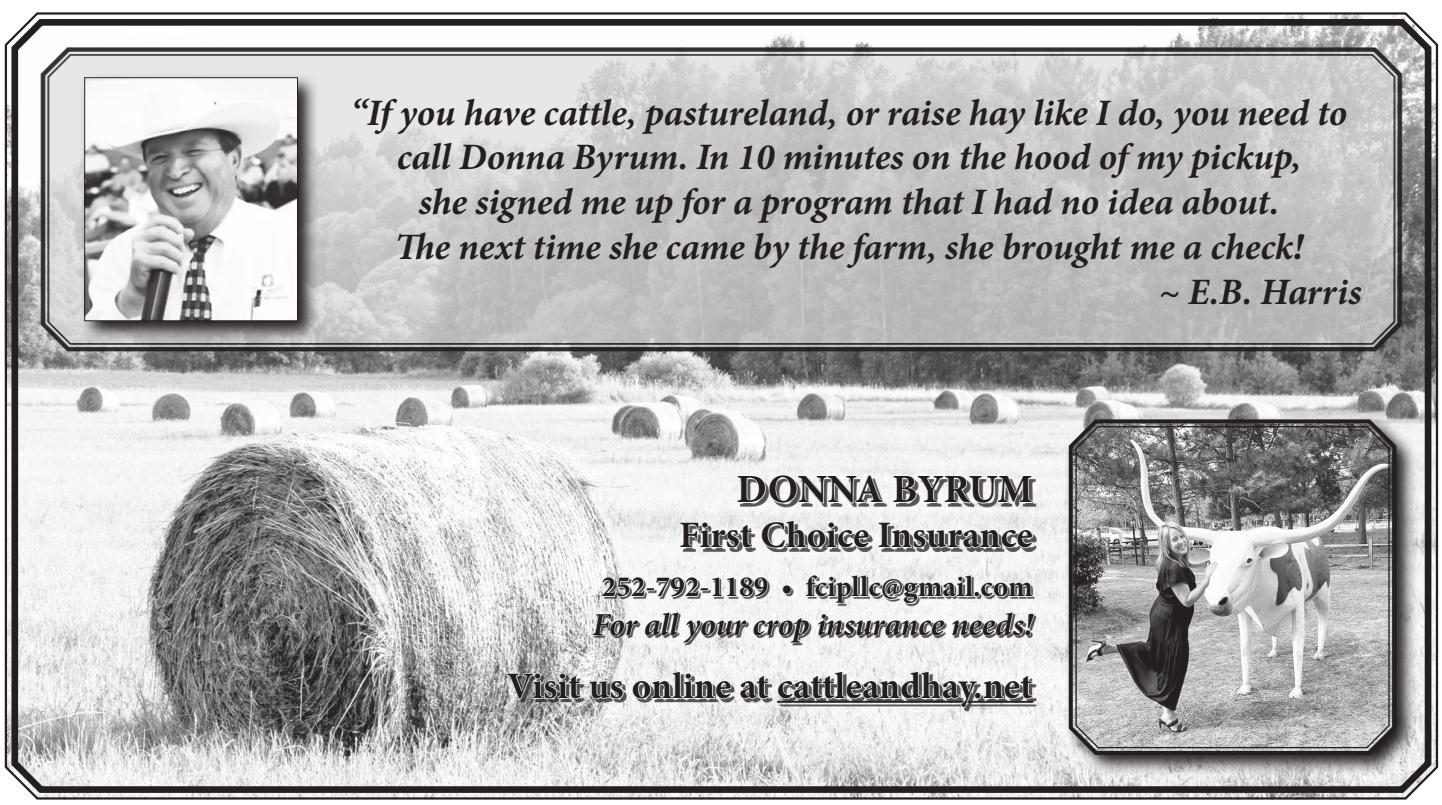
Shane was heading over that way, and he brought some calcium gel, energy gel, Banamine, feed, and water. We have another gentleman helping on the farm who had worked on a cattle operation in South Africa. His name is R.J. When he got there, we sat the cow up and got her off her side. We were kind of analyzing the situation, and R.J. said, "Can I try something?"

I said, "Sure. I am all for learning." R.J. said, "Let's roll this cow over on the side where she was laying so we can get to her legs." We did that. Then he said, "Let's work these legs and massage them. Sometimes getting the blood flow back to the legs will let them stand back up."

We rolled her over, and R.J. got the front legs, and Gert — another worker from South Africa — got the back legs and worked exercising the legs just like a therapist. After a few minutes they sat her back up in a normal position. I have never seen this done before, but it was a good idea.

She drank some water and nibbled on the feed we brought and seemed to be pretty alert. I felt positive about the situation, so we decided we would leave her. It was about 10:00 a.m., and we would come back to check her in the afternoon.

Before we left, R.J. said she had a little afterbirth left and asked if I would like for him to take that. I told him that would





be fine. He did something else that I haven't seen done before. He got him two small sticks and rolled the afterbirth, pulling it out gently.

That afternoon they went back to check on her, and she still had not stood up. I suggested to them to go up to the barn and get some portable corral panels and put them around her so she could feed and water overnight, and the other cattle won't be there to bother her. They took care of this.

The next morning Shane was going over to check on the cow. He went over there, and sure enough, she was standing up ready to come out. She had feed and water overnight, and Shane watched her when she went out. She went straight to the automatic waterer and drank and then went to the mineral feeder. I want to remind you I try to keep minerals in front of my cattle all the time, but she went to the mineral feeder and ate minerals like she was eating feed. It was something in that mineral that she felt like she needed.

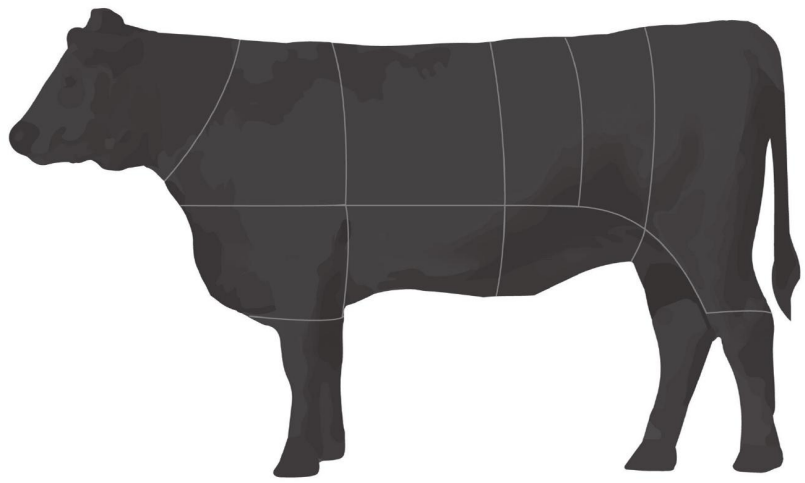
She is pictured a week later doing fine. Every day is a learning experience. Sometimes things work. This was one of the times that came together. We saved the cow, and she is up and doing fine — could have been the exercises from South Africa.



Y'all have stumbled on the best place to advertise expert A.I., superior genetics, the best in purebreds and outstanding farm supplies. Check the Classifieds in this issue!

SELL MORE BEEF

by joining North Carolina's official marketing program for agriculture – Got to Be NC!



*** List your farm and products in our Find Local directory ***

*** Receive marketing assistance ***

*** Have opportunities to meet wholesale and retail buyers ***

Got to Be NC Find Local is an online directory of farms selling beef from a pound of ground to bulk packages. List your farm and products for free.

The site is promoted across all North Carolina counties and receives thousands of visits each month.
Join today!

AGRICULTURE got to be NC™

For more information about the Got to Be NC program, contact April at April.Keeton@ncagr.gov

Clemson Corner

Cold Weather Cattle Care in the Carolinas

By HANNAH CONOVER & SYDNEY RENTZ, *Clemson University*

As we prepare to transition from fall to winter, you may not think of cold weather as a major livestock concern. In comparison to the freezing temperatures and heavy snowfall in other parts of the country, winters in the South are relatively mild. However, this does not mean that our cattle are immune to winter weather stress. Short periods of cold that are accompanied by wind, rain, freezing precipitation, and muddy conditions can increase nutritional demands and present challenges for animal performance. Instead of preparing for winter by simply watching the weather channel, producers should consider the environment their cattle will experience. Hair coat, body condition, moisture, wind, nutrition, and access to water all impact how well your cattle will tolerate the cold weather. Preparation before our weather pattern shifts can go a long way toward keeping cattle healthy and maintaining productivity throughout the winter.

Evaluate Your Herd – One of the best ways to prepare your cattle for winter is to assess the herd before severe weather arrives. Body condition score (BCS) is a useful tool to identify animals that may need extra attention. Cattle in good BCS have greater energy stores available to help them cope with cold temperatures, while thin cattle are more vulnerable and can lose additional condition during periods of cold stress. Take the opportunity now during late fall to evaluate your herd and keep a record of thin cows, young or old animals, and cattle with other health concerns. It's worth considering whether these animals should be separated so that they can receive additional support without having to compete with the rest of the herd.

Hair coat also plays an important role. A thick, dry winter coat helps provide insulation, while a wet or matted coat loses much of its functionality. On top of this, wind further increases the impact of cold temperatures. Research indicates that cattle with a dry winter coat and adequate body condition tolerate colder temperatures better than thin animals or cattle with wet coats.

Plan for Feed and Water – Cold weather increases the amount of energy cattle need to maintain their body temperature. The colder and more severe the temperatures, the greater the demand. Producers should have adequate hay and feed supplies available before temperatures drop rather than waiting until the forecast changes. It's particularly important to plan ahead for this winter, as drought conditions had a tremendous impact on hay production. Providing plenty of good quality forage is also something to consider. The fermentation of feed in the rumen produces heat, helping cattle maintain body temperature. After assessing forage quality, body condition, and weather conditions, you can determine what additional supplements are needed. Remember that not all cattle have the same nutritional requirements; lactating cows, late gestation cows, and growing cattle may need more attention than mature, dry cattle with good BCS.

Water is oftentimes overlooked during winter, as cattle typically drink less when temperatures decline. However, water intake remains essential, especially when cattle are consuming more dry



feeds. Reduced water intake can result in limited feed intake and interfere with digestion. Check your water sources frequently during freezing weather and make sure all cattle can safely access them.

Manage Mud, Wind, and Moisture – For many Carolina cattle producers, mud may be a bigger winter management issue than snow or extreme cold. Our relatively mild winters combined with rainfall are apt to create muddy conditions around feeding areas, water sources, and other heavy traffic portions of the pasture. Mud can make it more difficult for cattle to reach feed and water, thus causing them to expend additional energy moving through the soft ground. Mud caked hair coats also lose insulating ability, increasing the amount of energy cattle need to use to stay warm. Whenever possible, provide cattle with well drained areas to rest and access feed and water without standing in deep mud. Rotate your feeding locations, use properly designed heavy use areas, and avoid concentrating cattle in a single location for extended periods. These practices can benefit both cattle and pasture health.

Another important consideration is wind protection. Natural windbreaks such as trees can be effective, while shelters or other structures can provide additional protection during severe weather. This allows them to get out of strong winds and remain dry in an effort to prevent many of the issues discussed previously.

Prepare Before the Forecast – Winter cattle management is not about keeping them warm at all costs; healthy, well conditioned cattle are generally hardy and equipped to handle typical winter conditions. The goal is to minimize unnecessary stress and provide cattle with the tools they need when things get tough. Before winter hits, walk the pastures with a few thoughts in mind — Do we have enough hay and feed? Are water sources functioning? Where will cattle go to escape strong winds? Do we have dry, drained areas? Which animals might need extra support?

Winter weather can be unpredictable, but your preparation and response don't have to be. Planning before the cold arrives can help your cattle maintain production, reduce stress, and keep your herd and pastures on track for the spring grazing season.

S.C. Cattle Receipts, Trends, and Prices for the Month of SEPTEMBER 2026

Cattle Receipts: 7,946 • Previous Month: 7,832

Feeder supply - 28% steers • 39% heifers • 33% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,443	$151.18
Boner	1,190	$150.20
Lean	1,072	$135.53
Bulls - Yield Grade 1-2	1,620	$186.36

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	410.82	$1,730.60
450-500	478	289.71	$1,899.00
500-550	525	363.68	$1,924.28
550-600	570	344.99	$2,017.96
600-650	613	334.26	$2,069.79
650-700	677	324.94	$2,188.84

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	405.02	$1,717.28
450-500	465	390.74	$1,816.94
500-550	519	352.69	$1,830.46
550-600	571	335.62	$1,916.39
600-650	619	314.56	$1,947.13
650-700	671	296.88	$1,992.06

FEEDER HEIFERS (Medium and Large 1-2)

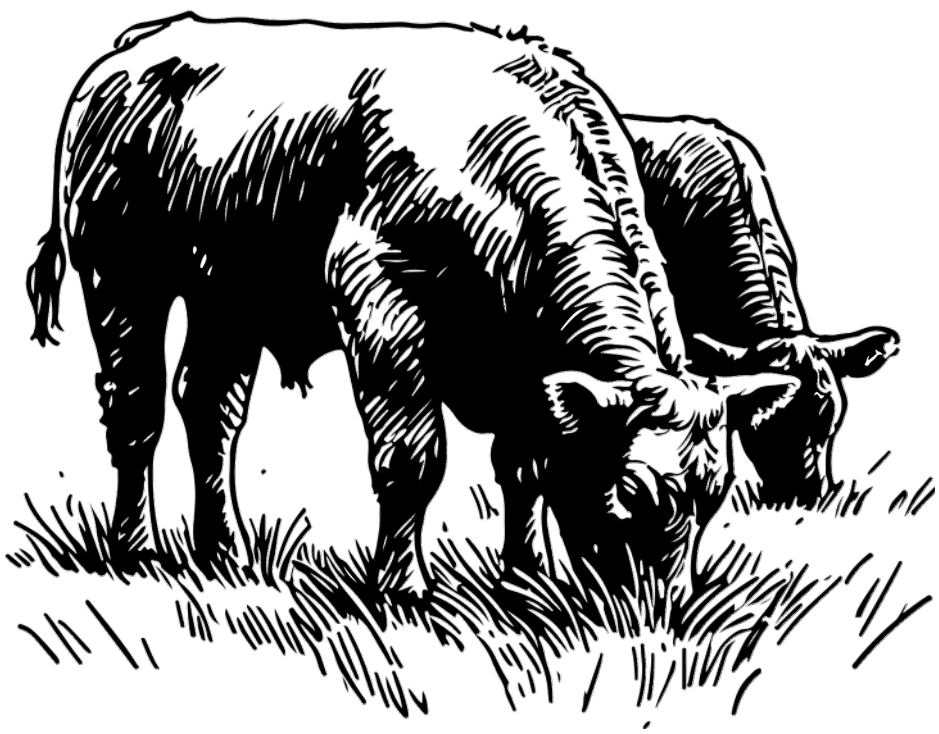
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	421	376.95	$1,586.96
450-500	467	353.74	$1,651.97
500-550	520	326.11	$1,695.77
550-600	572	316.87	$1,812.50
600-650	622	306.64	$1,907.30
650-700	670	290.67	$1,947.49

Source: S.C. Department of Agriculture - USDA Market News Service
Columbia, S.C. - 803-737-4491

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Have You Herd

Is Beef Really That Much?

By JEIMY AGUILAR-MAYORAL, *N.C. State University -- ANS 402 Beef Management*

Do you think the cost of beef has gone too far? Many consumers are unaware of everything that goes into producing high quality beef cattle for restaurants and grocery stores. From 2025 to the present, there has been an overall increase in the cost-of-living expenses, many caused by environmental impacts, and we have faced a decrease in our international cattle population, causing a strain on the U.S. beef cattle production[6]. While some consumers may purchase beef without much thought, others are increasingly surprised by rising prices at the meat counter. These prices reflect a consumer's willingness to pay (WTP), or the amount of money a consumer is willing to spend on a product or service[9].

The cost of living for the public has increased drastically compared to past years; this includes the cost of groceries. Records have shown an all time high on pricing for beef cattle, with the average price of beef products having gone up by at least 14 percent[1]. According to USDA's March 2026 weekly report, the average dressed del steer is going for $382.73/cwt. Compared to 2025, where the price for a steer was around $312.99/cwt. This converts to about $3.83 per pound in 2026 versus $3.13 per pound in 2025[12]. Though these prices seem low, they aren't what we see in grocery stores. Typically, for consumers, we see a $3–$4 increase on these products due to processing, transportation, and store markups[10].

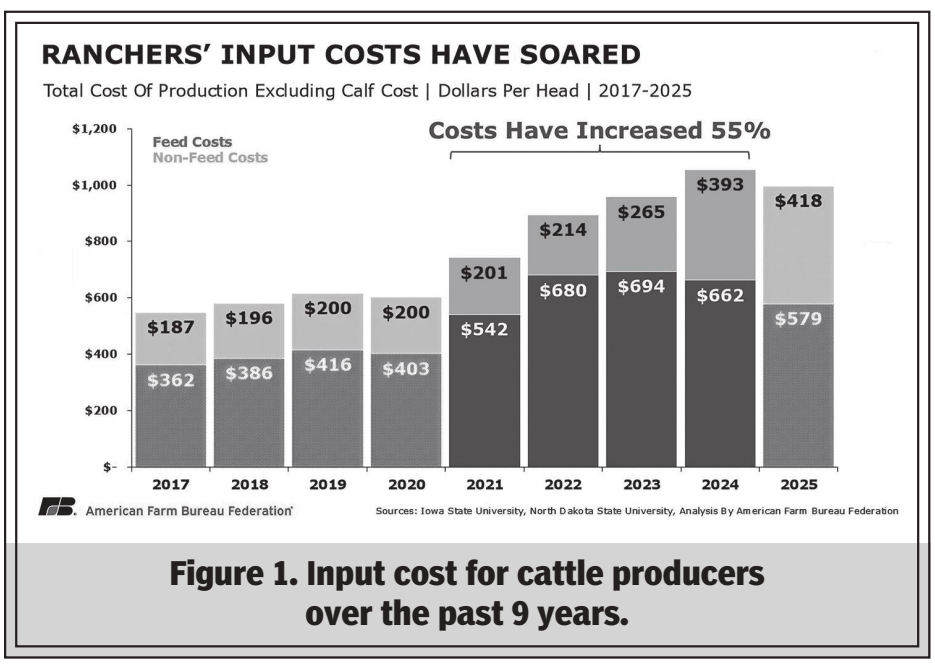


Figure 1. Input cost for cattle producers over the past 9 years.

However, rising beef prices does not mean producers are earning higher profits. Farmers are also affected by the increase in the cost of living and inflation. Producers are working to raise cattle on as little capital as possible. As shown in Figure 1, the cost to maintain these cattle has increased by about 55 percent since 2020, and it's still increasing[5]. Producers must consider all the factors needed to maintain a healthy herd, including the direct costs such as the feed/hay costs, the supplies to operate a farm, and veterinary expenses[4]. Many farmers are walking on a tightrope attempting to make money while trying not to overspend while avoiding increases in their breakeven costs.

Even when producers manage costs effectively, environmental factors have made cattle prediction more challenging[3]. From the prolonged drought happening in areas of the U.S. to ongoing disease, many producers are challenged with these unpredictable and uncontrollable situations[9]. The droughts throughout the southwestern part of the U.S., such as in Texas, have affected forage quality and growth, affecting the development of many cattle growing on pasture in that region[8]. With pasture being a large nutrient source for cattle, this greatly impacts the amount of feed producers purchase to meet cattle nutritional requirements. This includes supplements such as silage and other feed products, further increasing production costs.

In addition to environmental pressures, disease outbreaks continue to affect U.S. beef production. Infectious diseases such as high pathogenic avian influenza and the recent threat of New World screwworm have impacted our activity of importing and exporting cattle[2]. As of July 2025, the southern border remains closed for many species, including cattle, horses, and bison for agricultural trade[5]. Without the ability to import from southern countries, there is a decrease in cattle processing. The United States' southern partners were responsible for about 1.3 million head of cattle5. These imports typically let us balance the type of beef being produced in the U.S. by providing us with fat beef trimmings that are traditionally used in ground beef. Beef production here in the U.S. cannot meet the consumer demand of this country. Imports account for about 11 percent of our consumed beef[11].

While producers have attempted to keep up, the demand for beef

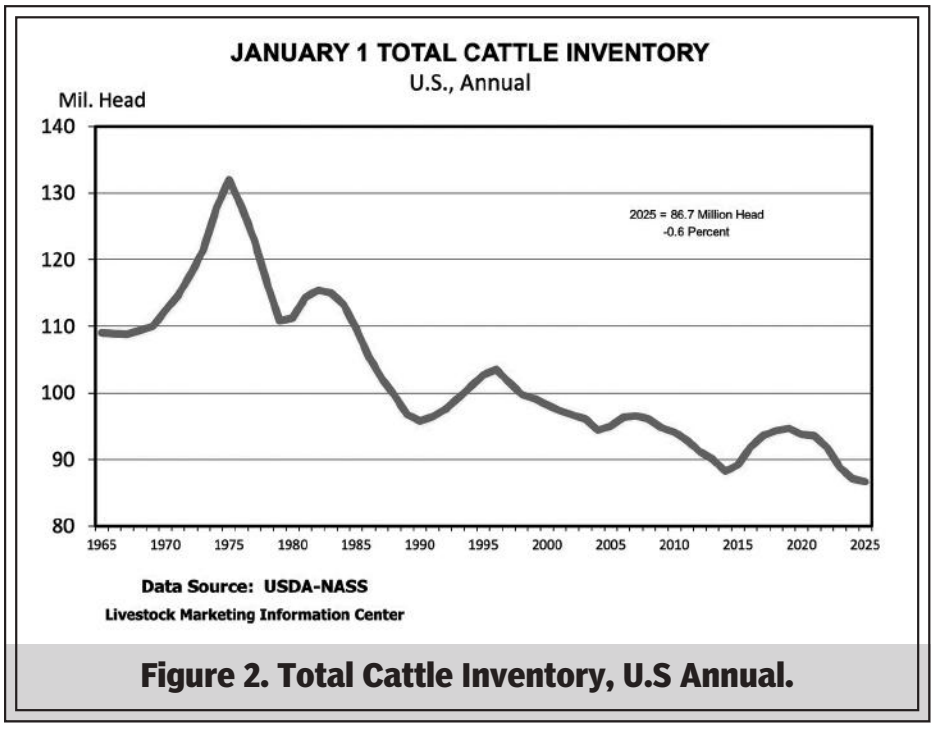


Figure 2. Total Cattle Inventory, U.S Annual.

continues to pressure the industry, causing producers to cull cattle that are normally used for reproduction. As shown in Figure 2, there is a constant decline in the overall total cattle inventory in the U.S. from 1966 to the current 2026. In recent months, more heifers and younger cattle are being sold to the finishing market rather than being retained for breeding. The sales of these female cattle have reduced the number available to reproduce, causing an ongoing decline in herd size[7]. Rising production costs have pressured producers to cull these younger cattle to meet market demand instead of expanding the herd. Due to this industry being heavily dependent on females to build a strong foundation for herd growth and profitability, this decrease in breeding cattle has only further decreased the supply and increased beef prices.

With all these factors contributing to the cost of running cattle production, it becomes clear why the price of beef has increased. The increase in production expenses, strong consumer demand, and decline of cattle inventory have created a market where supply is struggling to keep up. As demand for beef products continues to grow, producers face increasing pressure to expand herds while managing high production costs[1]. The future of beef production will depend on how producers adapt to these economic and environmental challenges to meet consumer demand. For now, these factors explain why beef prices have remained high and add a little more value to that stake on your dinner plate.

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[13]*American Farm Bureau Federation*

[14]*USDA-NASS*

Have You Herd is written as a portion of ANS 402 Beef Management course requirement at N.C. State University Department of Animal Science under the instruction of Dr. Carrie Pickworth. The opinions of Jeimy Aguilar-Mayoral are not necessarily those of N.C. State University or Dr. Carrie Pickworth.



You Decide!

By DR. MIKE WALDEN, *William Neal Reynolds Distinguished Professor Emeritus, N.C. State University*

You Decide: Why is the Bond Market So Important? Three decades ago, James Carville, the political analyst and adviser to President Bill Clinton, made a memorable statement. Paraphrasing, Carville said that if he were to come back to a second life, he originally would choose to be the pope, the president, or a major league baseball player with a 400 batting average. But he then said he changed his mind. He would come back as the bond market because it can intimidate anyone.

Obviously, Carville was engaging in some humor, but there was some reality behind his joke. The Clinton Administration began in 1993. There had been a recession from 1990 to 1992, and inflation had also been an issue. So, the new administration knew households and businesses were still aware of these two economic challenges. But so too was the Federal Reserve. To address inflation concerns in 1994, the Federal Reserve decided to raise its key interest rate, with other rates in the economy also rising. The bond market crashed, and Carville made his famous statement.

A crashing bond market, though, is not just a thing of the past. In August of this year we had another bond crash. So, what exactly are bonds, and what is a bond market crash? And, further, using the words of James Carville, why can the bond market intimate anyone?

A bond is simply a mechanism for borrowing. Bonds have been used for centuries, with the first bond issued in 13th Century Italy. Today, bonds are mainly used for borrowing by businesses and governments for large, long term investments.

For example, suppose a company wants to build a new factory, which will cost billions but will last for many years. The company doesn't have the cash to build the factory, so it will issue bonds to raise the money. The bond will have a fixed interest rate associated with it, which determines how much interest will be paid regularly to the bondholder each payment period, usually monthly or annually. The bond will also have a term, which is the number of years before the bond's original value is paid back to the lender. In short, the lender buys the bond today, receives a regular interest payment, and then, after a specified time period, the lender receives back the original amount of money that was loaned.

Governments, including local, state, and federal, are also big users of bonds. Local and state governments use bonds to raise money for expensive public projects, with infrastructure like roads, bridges, and public buildings being common examples. A benefit of using bonds to finance these big projects is that they spread the large cost of the project over many years and several generations of citizens.

The biggest user of bonds is the federal government, which uses bonds to finance the national debt. Ironically, to some, these federal bonds are considered one of the safest of investments, mainly due to the fact the federal government has never missed an interest payment or final pay off of its bonds.

Bonds do not have to be kept by the investor for their full term. That is, a bond can be sold and bought in an open market. While this gives bond owners options, it can also lead to bond surges as well as bond crashes. The reason is that bond buyers are always comparing the fixed interest rate paid on existing bonds to the interest rate paid on new bonds. If the interest rate on new bonds is lower than the interest rate on existing bonds, existing bonds become more valuable, and their sales value rises above their initial value. But if the interest rate on new bonds is higher than the fixed interest rate on existing bonds, then the value of existing bonds falls. This latter situation is called a "bond crash."

Why is a bond crash so feared? Won't the negative effects of the crash be confined to bondholders who see the value of their bonds drop? Actually, the impact goes beyond the bond market. That's because when bond interest rates rise, most other interest rates, such as those on mortgages and personal loans, also rise. Higher interest rates tend to slow the growth rate of the economy, which can lead to a recession or worse.

The recent bond crash was sparked by several factors, including continuing worries over inflation, the rising federal budget, which generates more borrowing that pushes up interest rates, and news that the Federal Reserve was considering raising its interest rate.

In summary, a bond market crash is a sign of major worries about the economy by both businesses and investors. It gets our attention and raises concern about where the economy is headed.

Hence, virtually everyone who has a stake in the economy worries about a bond market crash. So, was James Carville right that the bond market can intimidate anyone? You decide.

You Decide: What Did We Learn From Gas Rationing in the 1970s? A benefit of being old, which I am, is I've lived through many events that have repeated. As a result, senior citizens like me have a longer perspective than younger people. Consequently, sometimes seniors like me can more accurately predict where current events are headed by remembering what happened with similar situations in the past.

A good example is today's challenge with gas supplies and gas prices. For several months, we've gone through reduced supplies of oil, from which gasoline is derived, and as a result, gas prices have risen. Compared to early this year, pump prices are up 36 percent,

and compared to 2020, pump prices have risen over 50 percent. Also, because gasoline is a key factor in delivering numerous products and services we use, the prices of many other items have also become significantly more expensive.

The war with Iran is the major reason behind gas price hikes. The Middle East, where Iran is located, is the location for much of the world's oil production. Not only has Iran's oil production been disrupted, but so too have oil supplies from numerous other countries in the region. And when the supply of any product declines but the uses of that product by consumers and businesses don't change, the prices of the product and its related products will increase.

Interestingly, we've been through this story before, and I was there. In the 1970s there were two phases of turmoil in the Middle East. The first in the early 1970s was prompted by conflict between Israel and some Arab countries, and the second in the late 1970s occurred as a result of the Iranian Revolution. Both resulted in fighting and instability in the Middle East. Consequently, oil supplies from the Middle East were disrupted. Indeed, for a time the disruption included an oil embargo to selected countries, including the United States.

Hence, oil supplies dropped and oil prices jumped. Gas prices surged 140 percent over the decade. There were real concerns that gasoline supplies in the U.S. would disappear.

Obviously, people and businesses in the 1970s that relied on gas for travel were concerned about higher prices, just as people are today. But in the 1970s, there were some unique approaches to dealing with the situation. The question is, what did we learn from them?

During the first gas crisis of the 1970s, spanning 1973–74, 33 states — including North Carolina — implemented an odd even numbered gas buying system. Drivers with an odd numbered license plate number were restricted to buying gas on odd numbered days. Similarly, drivers with an even numbered license plate number were restricted to buying gas on even numbered days. During the second oil crisis of 1979–1980, the system was revived for all states. Incidentally, "0" is considered an even number.

The major goal of the odd even system was to assure all drivers they would have access to gas. There were fears that some drivers would overbuy and cause supplies to run dry. It was hoped that with drivers knowing everyone couldn't buy gas when they wanted, this would cause drivers not to overbuy. Some states went a step further and put gallon limitations on the number of gallons purchased. But even with these buying restrictions, some gas shortages still occurred.

Anyone who lived through this era as a driver has one big memory, that of "gas lines." While the odd-even buying system, as well as the limitation on gallons bought in some states, were designed to eliminate the worry among drivers that gas supplies could run out, it didn't work. Regardless of whether your day to buy gas was an odd numbered day or an even numbered day, drivers were still concerned gas supplies would disappear. Hence, on every day, long gas lines at the gas pumps became common. Drivers weren't willing to miss the chance of buying gas before it could disappear. I can remember waiting for hours to buy gasoline. This was also in the days prior to cell phones and laptops. The loss in work productivity was enormous.

In today's gas situation, there have been a few states that have considered limiting gas purchases. But most discussions of helping drivers have focused on reducing or eliminating gas taxes. I've heard no talk of bringing back the odd even buying system or something similar. It appears policymakers are content to let the economic market work. That is, with high gas prices, drivers are naturally motivated to limit how much they drive and to use the gas they buy for their most important driving trips. Also, research shows high gas prices have motivated more people to work from home — if they can.

Interestingly, with the current gas price issue we face today, there's been no widespread talk of using the approaches of the 1970s. Have we learned the lessons from the 1970s of restricting gas purchases? You decide.

N.C. Cattle Receipts, Trends, and Prices for the Month of SEPTEMBER 2026

Cattle Receipts: 11,751 • Previous Month: 17,904

Feeder supply - 23% steers • 42% heifers • 35% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,559	$139.74
Boner	1,306	$146.08
Lean	1,101	$130.24
Bulls - Yield Grade 1-2	1,658	$179.60

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	421.95	$1,750.91
450-500	477	387.44	$1,848.09
500-550	524	368.90	$1,933.04
550-600	575	353.06	$2,030.10
600-650	619	339.00	$2,098.41
650-700	673	322.05	$2,167.40

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	394.71	$1,673.57
450-500	475	362.74	$1,723.02
500-550	522	340.76	$1,778.77
550-600	571	329.66	$1,882.36
600-650	621	309.84	$1,924.11
650-700	672	290.19	$1,950.08

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	423	366.91	$1,552.03
450-500	475	349.14	$1,658.42
500-550	523	335.84	$1,756.44
550-600	574	316.24	$1,815.22
600-650	623	313.95	$1,955.91
650-700	671	292.54	$1,962.94

Source: N.C. Department of Agriculture - USDA Market News Service
Raleigh, N.C. - 919-707-3156

The Chaplain's Corral

A Calf Every Year, Jesus Every Day

By DALTON C. GREEN, *Cowboys for Christ Chaplain*

It has been said many times that the main thing — or goal — in the cow-calf business is for every cow to have a healthy calf every year. I have been reflecting on this lately. In my own operation I can get caught up in a lot of things other than striving for every cow having a healthy calf every year. I am sure that the majority reading this article, if you are in the cow-calf business, are no different from me when it comes to this. One of the ways we can get off track here is by getting our priorities out of order. There are many days that go by when I don't think about having a healthy calf every year from every cow. Naturally, because this isn't on the forefront of my mind, I start prioritizing other things that are unrelated. I could get slack in my mineral program, vaccination program, or winter supplementation planning. I could instead be focusing on how to obtain a better working system that I don't really need, how to get more hay in the barn when I've already got plenty for the winter, or putting resources toward purchasing more cattle rather than better management of the ones I have. Now, I am very blessed to have a good cow herd and generally have a good calf crop year over year with very minimal calving issues. This has come from focusing on the things leading to that in an operation. However, by not always keeping the calf crop in the forefront of my mind, I often miss out on the blessing of simply being thankful for and content with my cattle.

I came to realize this is a parallel to what is sometimes experienced when living the Christian life. There is a passage of scripture that reminds me about keeping the main thing, the main thing. John writes in *1 John 2:4-6 – "Whoever says 'I know him' but does not keep his commandments is a liar, and the truth is not in him, but whoever keeps his word, in him truly the love of God is perfected. By this we may know that we are in him. Whoever says he abides in him ought to walk in the same way in which he walked."* Just like it would live up to the phrase "all hat and no cattle" to say you are a cattleman who is a cow/calf producer and do not take any action to ensure every cow has a calf every year, it is similar — but much worse — to say you are a Christian but do not strive to "walk in the way in which He walked."

So this begs the question, how can we do better at walking in the way that Jesus walked? Well, we must keep the main thing, the main thing. This means we must cut out the noise and focus on Jesus. Just as the "flashy things" of a cattle operation can take our eyes off the goal of every cow having a calf every year, the things of the world and distractions of life can take our minds off walking with Jesus and living the Christian life. Thankfully, we have the Holy Spirit to help us with this as we go about this journey.

Paul writes in *Hebrews 12:1 – "Therefore, since we are surrounded by so great a cloud of witness, let us also lay aside every weight, and sin, which clings so closely, and let us run with endurance the race that is set before us."* There are things that need to be done on a cow-calf operation, regardless of what else gets accomplished, to achieve the stated goal. You must make sure your cattle are fed properly, have good water, and receive adequate minerals, just to name a few. In order to accomplish these things, we may have to forgo spending money or time on some other things that aren't as critical to the main goal. Likewise, we should take inventory of our Christian life and determine what "weights" need to be "laid aside." Is there sin that is hindering us from our stated goal? Maybe we just need to spend more time in prayer and Bible reading. What "weights" stand in the way of that? I know the more time we spend with Jesus and keep the main thing, the main thing, by "walking in the way in which He walked," we will experience great joy. Likewise, when we focus on a calf from every cow every year, we will experience a healthy cow-calf operation. Let's be cattlemen and cattlewomen who strive for a calf every year and Jesus everyday!

God bless, and to God be the glory.



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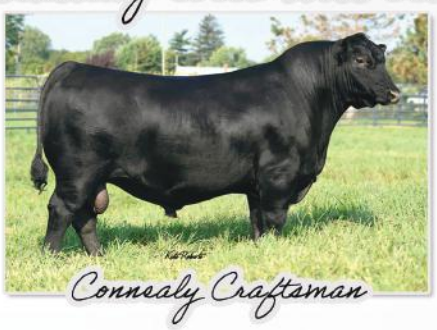
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TAR Dominance


Connealy Craftsman


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LBRS Genesis


LRS Elevate

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All bulls have passed a breeding soundness exam prior to the sale and are guaranteed breeders.
At the Union County Bull Sale you will find producers who are focused on their customers here in the southeast and are driven to help them succeed.

View the sale book, videos, & bid online at DVAuction

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Jeff Broadaway • 704-221-0997



Sale Location: Simpson Events Center
307 Cultivation Circle • Monroe, NC 28112

American Gelbvieh Association Reveals New Logo Suite. The AGA has represented Gelbvieh breeders for 55 years and has experienced much growth and advancement within the breed since its founding on June 28, 1971. On October 1, the AGA revealed the brand new logo suite that will serve the association and breed as they enter a new era of growth, awareness, and recognition.

"The new AGA logo suite was designed to give the association and breed an image that individuals can associate with the breed while speaking to its strengths. Staying true to the green roots of the AGA, the new logo has a modern look with a female included to recognize the maternal strengths of the breed. This new logo will be used to create growth in breed awareness and recognition, as the AGA continues to work to spread the Gelbvieh message within the beef industry," said Megan Underwood, AGA communications coordinator.

The new AGA logo suite highlights the maternal strengths of Gelbvieh influenced females, as they offer maternal superiority through increased longevity, added fertility, and more pounds weaned per cow exposed. In addition, Gelbvieh influenced females offer a reduced mature cow size, more maternal milk, greater calving ease, and reach puberty at an earlier age. Most notably, the U.S. Meat Animal Research Center released research findings regarding breed specific heterosis for growth and carcass traits in 18 U.S. cattle breeds, and Gelbvieh influenced females were the only *Bos taurus* females with a maternal weaning weight advantage. The data revealed Gelbvieh influenced females had a maternal weaning weight advantage of 22.7 pounds.

AMERICAN GELBVIEH ASSOCIATION NEWS

The new AGA logo suite was created to showcase the maternal strengths of the Gelbvieh breed and will be utilized to establish breed awareness, growth, and recognition as the AGA enters its next era with an exciting new look.

If any organizations or individuals need updated logo files to use in their marketing materials, they should contact Megan Underwood at meganu@gelbvieh.org for assistance.

Registration Open for 56th Annual American Gelbvieh Association National Convention. Registration is open for the 56th Annual American Gelbvieh Association (AGA) National Convention to be held January 8–12 in conjunction with the AGA National Show and Sale at the National Western Stock Show in Denver, Colorado.

The convention will feature AGA committee meetings, the AGA awards banquet honoring individuals for their outstanding contributions to the breed, and the AGA Annual Meeting.

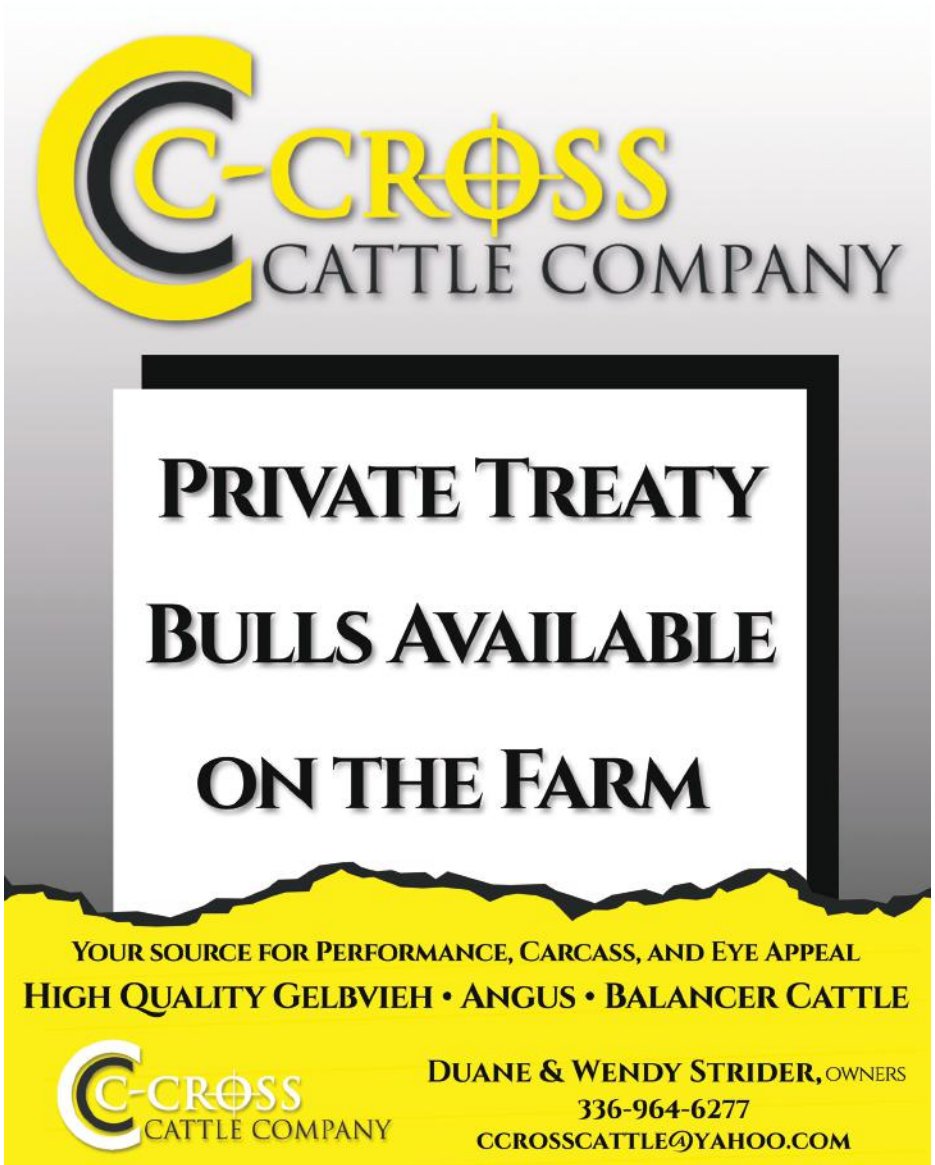
AGA members are encouraged to attend and exercise their right to vote at the AGA Annual Meeting, held on January 10. During the meeting, the election of four members to the AGA Board of Directors will take place, along with other important association business.

The AGA and American Gelbvieh Foundation (AGF) will host an awards banquet to celebrate the achievements of the membership and customers. Awards will be presented to the newest AGA Hall of Fame inductee, Breeder of the Year, and Commercial Producer of the Year.

"The AGA National Convention is the favorite event of the year for many AGA members, staff, and industry partners. We are excited to host the event alongside the AGA National Show and Sale this year and look forward to seeing our members in the Mile High City," said Harold Bertz, AGA Executive Director.

Register before December 10 to reserve early bird pricing and reserve your hotel room at Gelbvieh.org. For questions,t, please contact the AGA office at 303-465-2333 or email info@gelbvieh.org.

About the American Gelbvieh Association. *AGA, started in 1971, is a progressive beef cattle breed association representing approximately 1,000 members and approximately 45,000 currently active Gelbvieh, Balancer, and Gelbvieh influenced cows assessed annually in a performance oriented total herd reporting system. The Gelbvieh breed is well known throughout the industry for their maternal strengths and superior growth. With these attributes, Gelbvieh and Balancer cattle fit well into a crossbreeding system.*



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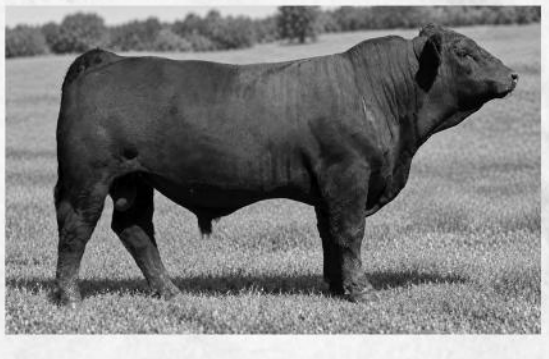
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SIMMENTAL
Executive Vice President Report

By JON DeCLERCK, *American Simmental Association*

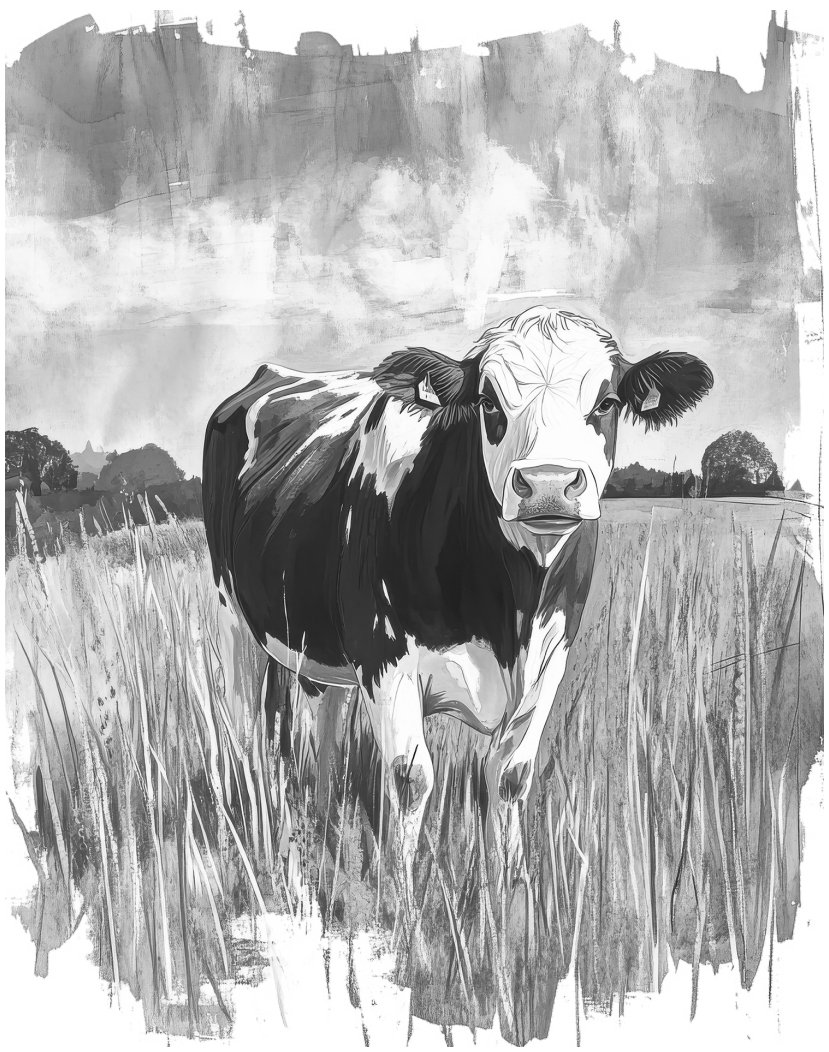
Dear Members of the American Simmental Association,

A Better Fit: Heterosis and Breed Complementarity in the Updated $API and $TI

For more than 20 years, the original $API and $TI served the breed well. But when it came to breed composition, the model was relatively broad. One general relative emphasis framework was applied across cattle.

I think of it like reading glasses from the drugstore — they can work, but they rely on broad assumptions. The updated indexes work more like prescription glasses, tailored to the individual. The model now evaluates Simmental breed composition in 10 percent increments, allowing the relative emphasis on traits to change as breed composition changes.

That may be more complicated, but intuitively it makes sense. A purebred Angus bull, a half blood Simmental bull, and a purebred Simmental bull are unlikely to contribute the same things when bred to Angus cows. The model can now better recognize those differences.



Putting a Value on Heterosis – This greater precision also allows the updated model to do something the old indexes could not do as well: more accurately account for the value of heterosis.

Angus-on-Angus produces no heterosis. Simmental-on-Angus does. On average, those crossbred calves should have a performance advantage across several economically important traits. The old model had a limited ability to capture that advantage. The updated model can account for heterosis more precisely across individual traits and better reflect its economic value.

That helps explain some of the re-ranking breeders are seeing, particularly among purebred Angus cattle. Those bulls did not suddenly become worse genetically. What changed is that the updated indexes can now better recognize the added performance and profitability that heterosis brings.

A Better Fit for the Production System – Crossbreeding value does not come from heterosis alone. It also comes from combining breed strengths in a complementary way.

Think about building a basketball team. You could have four outstanding three point shooters in your starting lineup. But when you choose the fifth starter, another great shooter may not add as much value as someone who rebounds, defends, or is a great passer.

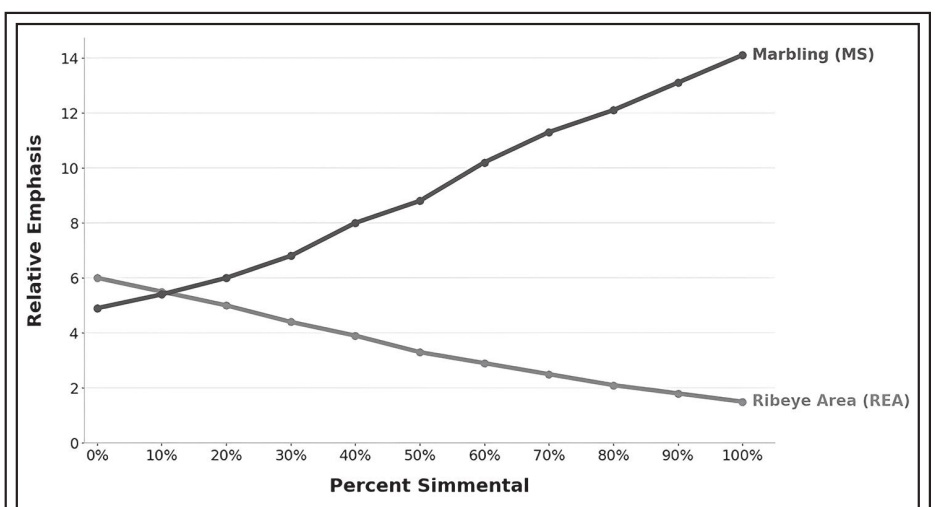


Figure 1. Breed complementarity changes relative emphasis.

The question is not simply, "Who is the best player?"

It is, "Which player makes this team better?"

The original $API did a nice job of ranking the player. The updated $API does a better job of finding the right fit for the team.

Keep in mind that both $API and $TI begin with an Angus based cow herd.

So the question is not simply —"How good is this Simmental bull?"

It is also — "How does this Simmental bull complement Angus cows?"

Angus already brings considerable strength in marbling and calving ease. A Simmental bull that excels in those same areas may still be excellent, but he could be duplicating strengths already present — much like adding a fifth three-point shooter.

Another bull may add more muscle, feed efficiency, or maternal value and be a better complement. Neither bull became better or worse genetically. The difference is fit.

The change in emphasis on marbling and ribeye area provides a good example of what breed complementarity looks like in the updated model.

Breeders Already Think This Way – Seedstock producers already understand this concept, even if they have never called it breed complementarity.

When a commercial producer calls looking for a bull, you ask questions. What kind of cows do they have? Are they keeping replacements? When will they market their calves? Where does the cow herd need to be improved?

The answers change which bull you recommend. Your "best" bull is not necessarily the best bull for every customer.

That is what the updated model is doing a better job of recognizing.

It also helps explain why some cattle moved after the research release. A bull that previously ranked extremely high in $API or $TI may still have tremendous strengths. His genetics did not change overnight; the updated model is looking less at how good he is on his own and more at what he adds to Angus cows.

That same bull could be a tremendous fit on a different cow base.

The bull did not change. The job description did.

Why Fit Matters – From the beginning, IGS has been built around a simple idea — breed associations are not competitors; they are crossbreeding partners.

The goal is not to make every breed alike. It is to use each breed's strengths, capture the value of heterosis, and create more profitable cattle for commercial producers.

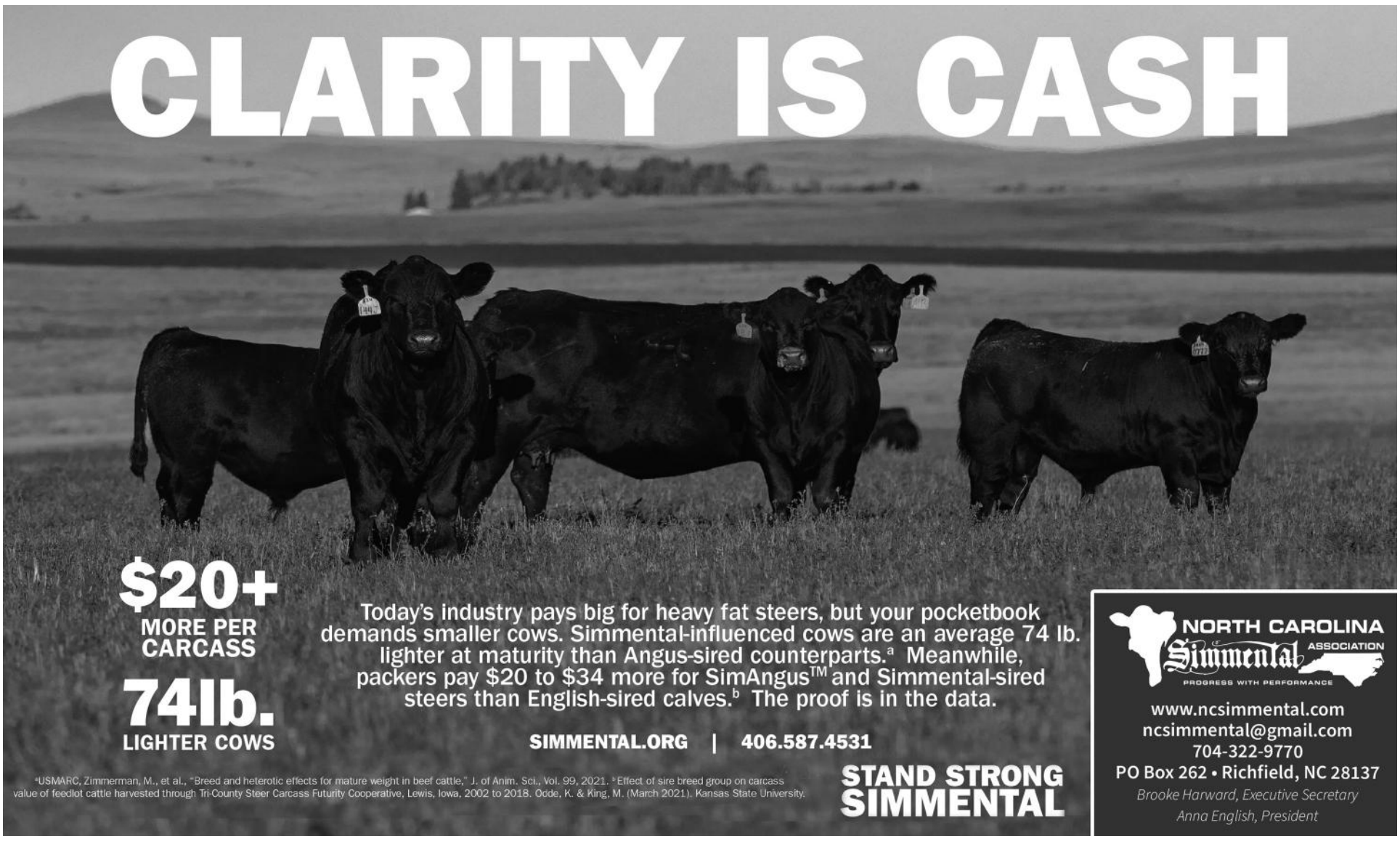
The old $API framework was closer to asking: How good is this player, regardless of the roster around him?

The better question is: Which player is the best fit for this team?

For Simmental breeders selling genetics to commercial producers, that is a question we already ask every day.

Now our indexes are doing a better job of asking it too.

This information is taken from a series of articles found on www.simmental.org.



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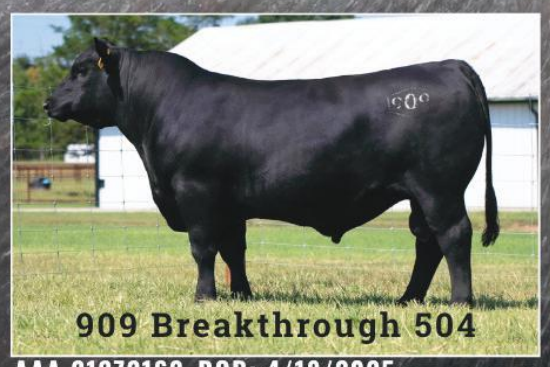
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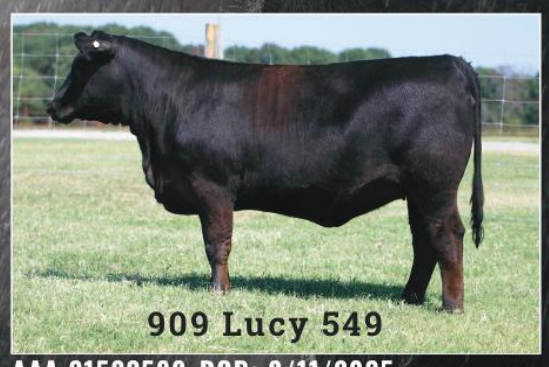
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AAA 21272162 DOB: 4/18/2025

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+12	+.6	+84	+22	+1.54	+1.24	+98	+90	+223	+387



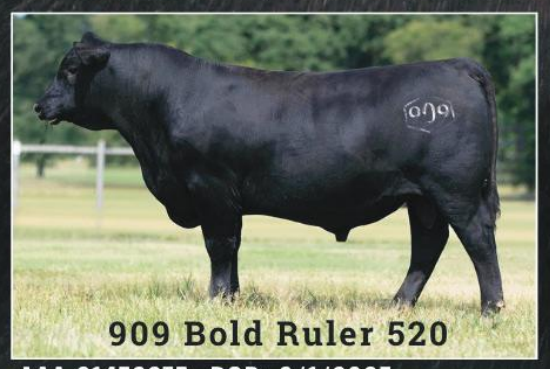
909 Lucy 549
AAA 21533589 DOB: 9/11/2025

CED	BW	WW	MILK	MARB	RE	$M	$W	$B	$C
+5	+3.4	+82	+26	+1.29	+.92	+82	+81	+224	+373



909 Dominance 545
AAA 21426911 DOB: 9/8/2025

CED	BW	WW	MILK	MARB	RE	$M	$W	$B	$C
+3	+3.5	+85	+39	+1.71	+1.31	+108	+107	+263	+449



909 Bold Ruler 520
AAA 21476277 DOB: 9/1/2025

CED	BW	WW	MILK	MARB	RE	$M	$W	$B	$C
+7	+1.6	+85	+35	+.95	+1.49	+118	+109	+227	+412



909 Network 516
AAA 21406969 DOB: 8/31/2025

CED	BW	WW	MILK	MARB	RE	$M	$W	$B	$C
+9	+2.3	+84	+32	+1.41	+1.29	+105	+105	+237	+412

Maternal Brothers



909 Wildcat 535
AAA 21397882 DOB: 9/5/2025

CED	BW	WW	MILK	MARB	RE	$M	$W	$B	$C
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COMMON GROUND



Finding Certainty in Uncertain Times

By MARK McCULLY, *American Angus Association CEO*

One of the things giving me the most optimism this summer has been sitting in video sale rooms across the country, watching Angus influenced cattle sell.

There has been no shortage of uncertainty. Weather concerns, trade and border discussions, consumer demand, international markets, and broader economic questions have all contributed to market volatility. Yet, even with all those outside forces at work, I continue to see one encouraging constant — the marketplace still rewards quality.

That confidence shows up in premiums for the Certified Angus Beef (CAB) brand.

On a recent podcast episode of *The Angus Conversation*, foodservice professionals stressed how important the brand is to selling through today's high prices. Confidence also shows in the demand for documented Angus feeder cattle, as well as registered Angus seedstock.

High stakes – I've been reminded this summer that when uncertainty increases, information becomes even more valuable. For commercial cattlemen, that means creating opportunities for their calves to stand apart instead of getting lost in the commodity mix.

Producers invest tremendous resources in genetics, nutrition, herd health, and management. Those investments deserve to be recognized and rewarded on sale day. Documentation and verification help buyers understand the value behind those cattle and give sellers a better chance to capture a return on their investments.

For cattle feeders, the stakes have never been higher. Today, a load of feeder cattle can represent an investment exceeding $3,000 per head. Much of that investment cannot be fully hedged through traditional risk management, so feeders are looking for every bit of confidence they can find. They want greater assurance the cattle they purchase will perform in the yard, excel on the rail, and generate the premiums necessary to support profitability.

Milestone reached – That reality helps explain why AngusLink continues to gain momentum. This year, AngusLink surpassed one million head enrolled, a milestone reflecting years of producer participation and marketplace acceptance. More importantly, it reflects a simple idea that has proven true time and again — when producers can document the value they have created, buyers are willing to pay for it.

Throughout the summer, I watched that principle play out repeatedly. At video sales across the country, premiums of $15–$30 per hundredweight (cwt.) for AngusLink enrolled cattle were commonplace. What I enjoyed most was watching the smiles of producers and their families when the auctioneer said "sold."

Many had spent years or decades investing in better bulls, long before they knew what the market might look like in 2026. Sitting beside them as their cattle sold, it was rewarding to see buyers recognize that work with higher prices. The message was clear: Information reduces risk, and reduced risk creates value.

Working together – I've also been encouraged by the growing partnership between registered Angus breeders and their commercial customers. More seedstock producers are using AngusLink to help customers document genetics, access value added marketing opportunities, and receive greater recognition for the investment in registered Angus bulls.

This milestone was achieved because together, progressive Angus breeders and commercial cattlemen were willing to try something new. Their leadership helped build the foundation for what AngusLink has become today.

The first million head enrolled is certainly worth celebrating. But to me, the milestone represents something even bigger. It is evidence that in times of volatility, buyers continue to pursue cattle that are better understood, better documented, and backed by greater confidence.

Markets will change. Risk will always be part of the cattle business. But this summer reminded me that quality still matters, information still matters, and helping producers capture the full value of their investment in Angus genetics remains as important today as ever.



ANGUS
THE BUSINESS BREED
UPDATE

Angus Genetics, Inc. gathers breeders, industry, academia. ***Imagine: AGI's Beef Genetics Forum hosted a cross section of the beef industry to discuss optimizing genetics and management for full supply chain profitability.*** Angus Genetics Inc. (AGI) facilitated a conversation for around 100 cattle breeders, beef industry professionals, researchers, and academics during Imagine: AGI's Beef Genetics Forum on August 18–19 in Kansas City, Missouri. The program challenged the group to explore paths for progress in the beef genetics space.

"You look across this room, and you see a true cross section of the industry," said AGI president Kelli Retallick-Riley during the opening session. "These intentional, innovative conversations are unique and drive our industry forward."

Following a successful inaugural event in 2024, AGI's second forum was themed "From Genes to Gains: Optimizing genetics & management to unlock full supply chain profitability."

Experts from across the beef supply chain and animal agriculture addressed the crowd. In addition to keynote and technical presentations, the program's design allowed for small group discussions.

Discussions focused on topics such as beef industry marketplace demands around genetics and realizing better profit potential through genetic expression. It also included dedicated time for networking and less structured conversation.

Industry consultant Nevil Speer of Bowling Green, Ken., presented a keynote presentation to help kick off the event. He said it's important for cattle producers and industry partners to willingly dig into tough topics, like this year's theme.

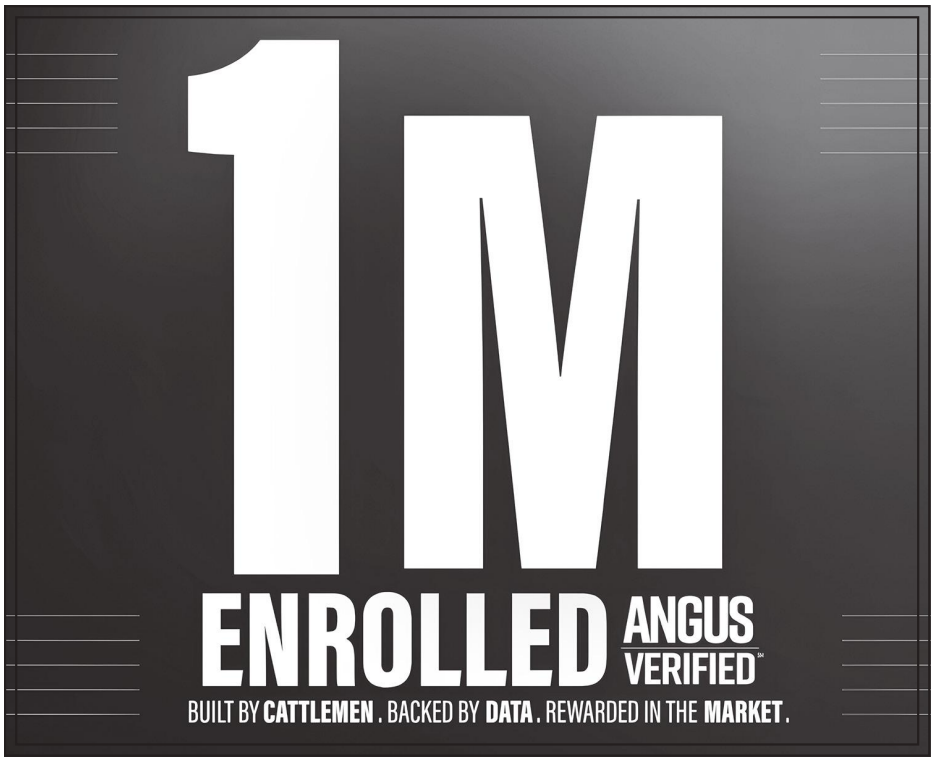
"Imagine is all about getting the right people in the room," Speer said. "There's a magic that happens when you put people together face-to-face."

Some initial takeaways were summarized during the event. For instance, making genetic improvements long term as an industry will require economics and biology. Red meat yield and ongoing research around the topic were recognized as examples of this, along with the importance of fertility and health traits. Another repeated message was how stronger data systems across the full supply chain are needed.

The event program also included information and discussion around how genetics, management tools, and the environment function in collaboration. Again, questions of what these means for producer profitability were posed for consideration.

"Everybody's probably got a different set of priorities, as far as their traits go," said John Dickinson of Caldwell, Ida., and current board chairman for AGI. "I think it's good to have the collaboration and interact to get other viewpoints about traits of interest in other





segments. The beef industry is segmented, but I think through this communication we can surely get more profitable together."

A comprehensive summary of the forum will be published by AGI as a white paper in early 2027.

Producers drive AngusLink past 1 million head milestone. *AngusLink surpasses one million head enrolled, a milestone marking producer's dedication to using registered Angus genetics in their herds.* When commercial cattleman Charles Schriber enrolled calves in AngusLink nearly five years ago, he believed documented genetic information would become increasingly important in the feeder cattle marketplace.

"I felt it's going to be the future of marketing your cattle," Schriber said. "You've got to be able to prove it."

Today, producers from across the country have helped AngusLink reach a significant milestone. More than one million head have now been enrolled through AngusVerified, marking years of commitment from commercial cattlemen and seedstock producers who have invested in registered Angus genetics, recordkeeping, and documenting value for buyers.

For Schriber, participating in AngusLink helps communicate the value behind his cattle.

"When you sell them at the sale barn or sell them privately, if you can prove what your cattle have genetically and how they're going to perform in the feedlot, that's why they bring good money," he said.

The milestone represents more than a number — it's a shift in how the industry rewards cattlemen. Since the inception of the program, those AngusLink enrolled cattle have received a more than $118.6 million in premiums since the inception of the program.

"Each year, more producers choose to document the genetics of their calves and enroll in value added programs like AngusLink," said Sarah Dreyer, Commercial Programs Manager. "Producer participation has consistently increased, showcasing the value

***Angus Update** continued on the next page*

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NCAA Executive Secretary
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ncaa.sec@gmail.com
www.ncangus.org

Angus Update *continued from the previous page*

AngusLink provides to both commercial cattlemen and cattle buyers."

As participation has grown, so has recognition of AngusLink throughout the beef industry.

"I have seen AngusLink benefit commercial producers by helping differentiate their calves in the marketplace, whether selling on a video sale, at a local sale barn, or direct into the country," Dreyer said. "The producers who keep records and take time to enroll their calves in the AngusLink program see premiums and added benefits in the documented information presented to buyers at the time of sale."

The one million head milestone also highlights the role seedstock producers play in helping commercial customers build value beyond sale day through genetic improvement and better information.

Art Butler, chairman of the American Angus Association Commercial Programs Committee, said the growth of AngusLink reflects the industry's commitment to creating confidence throughout the supply chain.

"Buyers need confidence that cattle are going to perform like we say they will," Butler said. "AngusVerified gives buyers confidence that those calves are sired by registered Angus bulls, and the program helps document the value producers have worked to build.

The one million head milestone represents thousands of enrollment decisions made one producer, one calf crop, and one sale season at a time. It is the result of commercial cattlemen investing in registered Angus genetics, seedstock producers supporting their customers, and buyers recognizing the value of cattle with registered genetics.

"Reaching one million head enrolled in the program is only possible because of the producers who chose to participate in AngusLink," Dreyer said. "Thank you for your commitment to registered Angus genetics, good record keeping, and taking the steps to enroll. It's your commitment to showing value in the marketplace that made this milestone a reality."

As the industry continues to reward documented investments in genetics and management, AngusLink remains focused on helping producers capture value they've worked to create and continue driving progress across the beef industry.

Fund the Future Campaign Grows Support for Angus Education, Youth, and Research. *The Angus Foundation's campaign reached record participation in 2026, with 28 Angus operations generating more than $93,000 to support education, youth, and research initiatives.* Angus breeders have been investing in the future of the breed through the Angus Foundation's Fund the Future campaign over the past four years. In fiscal year 2026, that commitment reached new heights as 28 Angus operations helped generate support for education, youth, and research, the three pillars of the Angus Foundation's mission.

Through annual production sales, consignment lots, bull sales, and private treaty offerings, breeders across the country are raising unrestricted dollars for the Angus Fund. These contributions help

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support scholarships, leadership development opportunities, educational programming, and research initiatives that strengthen the Angus breed and the beef industry.

What began with 11 participating operations in 2023 has grown to 28 operations in 2026, representing a 155 percent increase in participation over the last four years. These 28 donors generated $93,005 in support invested in the future. The continued growth reflects a shared commitment among Angus breeders to invest in future generations and ensure continued progress for the breed.

"The growth of this campaign speaks volumes about the commitment Angus breeders have to the future," said Jimmy Stickley, Angus Foundation donor coordinator. "Every lot represents a breeder choosing to invest in opportunities that will benefit young people, strengthen educational programming, and advance research. We are incredibly grateful for their partnership."

The unrestricted support generated through Fund the Future helps underwrite programs and initiatives across the Angus Foundation's mission, including leadership development opportunities such as LEAD, educational programming through Angus University and Beef Leaders Institute, scholarships and research projects.

Among those supporting the campaign is Greg Bennett of Katie Colin Farm in Georgia. As a first generation Angus breeder, Bennett understands the value of creating opportunities for those who follow in his footsteps.

After witnessing the Angus Foundation Heifer Package sell at the National Western Stock Show, Bennett was inspired to become more involved in supporting the Foundation's mission through Fund the Future donation lots offered in his production sales.

"I thought, 'This is a great way to give back to a breed that's so good to me,'" Bennett said.

For Bennett, participating in Fund the Future is about more than supporting programs today. It is about helping secure opportunities for future generations of cattle producers.

"The Angus Foundation is a great way to give back because the youth is what got me into this business," Bennett said. "We just need something that will allow and encourage young people to continue the operations they've grown up on."

Thanks to the growing support of Angus breeders across the country, Fund the Future continues to strengthen educational opportunities, develop future leaders, and advance research that benefits the entire beef industry. Together, these investments are helping ensure a strong future for the Angus breed for generations to come.

Boyd Beef Cattle to Donate 2027 Angus Foundation Heifer Package. Generations of maternal excellence, functional cattle, and proven longevity come together in Boyd Abigale 6093, the featured female of the 2027 Angus Foundation Heifer Package.

Donated by Boyd Beef Cattle of Mays Lick, Ken., the March 2026 born female will sell as the lead off lot in the National Angus Bull Sale on January 8, 2027, during Cattlemen's Congress in Oklahoma City, Oklahoma. Proceeds from the sale benefit the Angus Foundation's mission of supporting education, youth, and research initiatives that strengthen the future of the Angus breed.

***Angus Update** continued on the next page*

Top Ten Angus Breeders from North Carolina and South Carolina

The ten producers who registered the most Angus beef cattle in North Carolina recorded a total of 1,128 Angus and in South Carolina recorded a total of 1,907 with the American Angus Association (AAA) during fiscal year 2026, which ended September 30, according to Mark McCully, AAA chief executive officer.

North Carolina

• Upper Piedmont Research Station – Reidsville
• The Biltmore Company – Asheville
• Gragg Farms – Boone
• J. Roger Lane – Gates
• E. Bruce Shankle II – Polkton
• Randy & Regina Sipe – Claremont
• The 909 Ranch – Statesville
• Broadway Cattle Farm – Monroe
• Uwharrie Ridge Farms – Asheboro
• Chatman Cattle Company – Taylorsville

South Carolina

• Yon Family Farms – Ridge Spring
• Edisto Pines Farm – Leesville
• Black Creek Angus Farm – Walterboro
• Tokeena Angus Farms – Seneca
• Black Crest Cattle Farm – Sumter
• Lopa Farm – Saluda
• Paul Boyd Angus Farm – Clover
• Mullikin Farms – Pendleton
• Walter Shealy III – Newberry
• 221 Cattle – Mountville

In 2026, Angus breeders across the nation registered 332,453 head of Angus cattle. "Angus breeders lead the way in innovation and genetic progress, giving their commercial cattlemen customers an advantage in the marketplace," McCully said. "The diversity of the breed means that cattlemen across the country can find the right genetics — no matter their breeding objective."

Angus Update *continued from the previous page*

Backed by five generations of proven maternal genetics, Boyd Abigale 6093 represents the breeding philosophy that has guided the Boyd family for decades.

"If they stay, they pay," says Charlie Boyd. "Through all the fads and trends in the purebred livestock business, if you stay grounded and breed good cattle that are fundamentally sound from the ground up, you'll always have a market."

Owned and operated by Charlie and Paula Boyd and their sons, Blake and Logan, Boyd Beef Cattle traces its roots to 1893. Now in its fourth generation, the operation has become recognized for producing balanced Angus genetics that combine phenotype, performance, and maternal function.

The 2027 Angus Foundation Heifer Package donor showcases those priorities.

Her pedigree traces to one of the operation's most influential cow families, the Abigales. Through her dam, Boyd Abigale 3022, she carries forward generations of maternal consistency anchored by Boyd Abigale 0001, a female that remains in production at 16 years of age and has recorded more than 100 progeny.

"There is really no guesswork," Charlie says. "She comes from a proven cow family that has done exactly what we ask cattle to do generation after generation."

Charlie describes the donation female as a complete package, blending maternal strength, structural correctness, and phenotype with the performance and carcass traits demanded throughout today's beef industry.

"I think she's a rock solid foundation for the buyer," he says. "She'll move the needle for the next program."

For Blake, the female represents both the future of the Boyd breeding program and the values they've built the program around.

"This female really paints the picture of the program here," Blake says.

He points to the Abigale cow family as one of the operations' most reliable sources of long term profitability and maternal excellence.

"She represents the freshest genetics we have while blending the proven side of that cow family," Blake says. "We think she has a really bright future."

The Boyd family believes the female's versatility creates opportunities for a variety of breeding programs. Whether producing herd sires, replacement females, or establishing the foundation for a new cow family, her predictable pedigree and balanced genetic profile offer significant potential for future generations.

While Abigale 6093 showcases decades of meticulous genetic selection, the opportunity to support the Angus Foundation made the Boyds' decision to donate the 2027 Heifer Package an easy one.

The family's connection to the Angus Foundation is personal. As a former National Junior Angus Association member, Blake experienced the impact of Angus Foundation programs and financial support firsthand.

"We've benefited greatly from the Foundation as an operation and as individuals," Blake says. "I was lucky enough to receive numerous scholarships from the Foundation, and that helped a lot."

In addition to supporting youth development and educational programs, the Boyd family recognizes the importance of Angus Foundation funded research initiatives that help drive the Angus breed forward.

"The Foundation does so many amazing things," Charlie says. "If you care and support the Foundation, you're showing your support for the future of the Angus breed."

Blake agrees, "Having the funding to do those kinds of research projects is paramount. You always have to be doing that, or you're falling behind."

"The Angus Foundation is honored to have the Boyd family donate the 2027 Angus Foundation Heifer Package female," says Jaclyn Boester, Angus Foundation executive director. "Their family's reputation for producing functional, maternally focused cattle and their long-standing commitment to the Angus breed reflects the very values the Foundation seeks to promote. This donation represents more than an elite female; it is a meaningful investment in the future

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of Angus education, youth, and research. Through their generosity, the Boyd family is helping create opportunities that will strengthen the breed for generations to come."

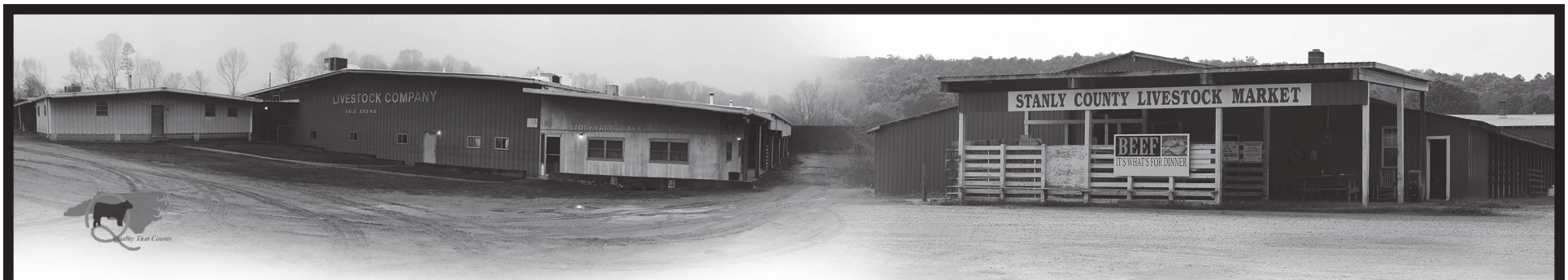
For more information about the 2027 Angus Foundation Heifer Package or to support the Angus Foundation, visit www.angus.org/foundation.

Empowering Genetic Improvement. *Angus Genetics, Inc. (AGI) has been serving Angus families and the global beef industry through research and its work with the genetic evaluation of economically important traits since 2007. Connecting upstream genetics to downstream value, the AGI team continues to innovate and transform genetic data into trusted, commercially relevant insights. For more information about Angus Genetics, Inc., visit www.angus.org/agi.*

About the Angus Foundation. *Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth, and research. The organization has distributed more than $4.9 million in youth scholarships since 1998 and has also invested more than $1.4 million in beef cattle research in the past decade. For more information, contact the Angus Foundation at 816-383-5100.*

ANGUS MEANS BUSINESS. *The American Angus Association is the nation's largest beef breed organization, serving more than 21,000 members across the U.S., Canada, and several other countries. It's home to an extensive breed registry that grows by more than 300,000 animals each year. The Association also provides programs and services to farmers, ranchers, and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association, visit www.angus.org.*





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CERTIFIED ANGUS BEEF® BRAND NEWS

Certified Angus Beef Sales Resilient Amid Down Supply. ***Despite tightening supply and volatile market conditions, CAB celebrates 48 years with more than 1.224 billion pounds sold and record setting Certified Angus Beef Prime sales.*** Certified Angus Beef (CAB) closed its 48th year with more than 1.224 billion pounds sold globally. The result came despite the tightest supply since 2018, elevated beef prices, and greater pressure on household budgets.

This year's performance points to a marketplace that continued to make room for quality, even as higher prices weighed on end users. Consumers are becoming more intentional about where, when, and how they purchase quality beef, seeking confidence that every meal will be worth their investment.

"Certified Angus Beef has never been the work of one business or one part of the industry. It represents thousands of people who pull up a chair to the same table with a shared commitment to quality," says John Stika, president of CAB. "In a year marked by limited supply, record cattle values and greater pressure on consumers, our partners continued creating value and delivering the consistent eating experience people trust. Their collective commitment allowed us to celebrate another strong year while positioning the brand to meet the opportunities ahead."

The brand opened the fiscal year at a record setting sales pace from October through February, the strongest start in its history. Year end sales finished 0.9 percent below the prior year, but Certified Angus Beef Prime and value added products hit record setting performance.

CAB Supply Affected by Cowherd Decline – As national cowherd numbers decreased, number of carcasses qualifying for the brand also declined. Total Certified Angus Beef supply was down 6.1 percent, with 5.42 million head achieving CAB qualification.

With a focus on the right genetics and management decisions, Angus ranchers continued to target the brand, impacting CAB supply and yielding grid premiums. The brand acceptance rate was up slightly to 37.8 percent, with Prime production also on the rise. Up approximately 7 percent this fiscal year, 845,000 carcasses qualified for Certified Angus Beef Prime. And Certified Angus Beef Prime sales responded, rising 12.3 percent to a record 63.3 million pounds.

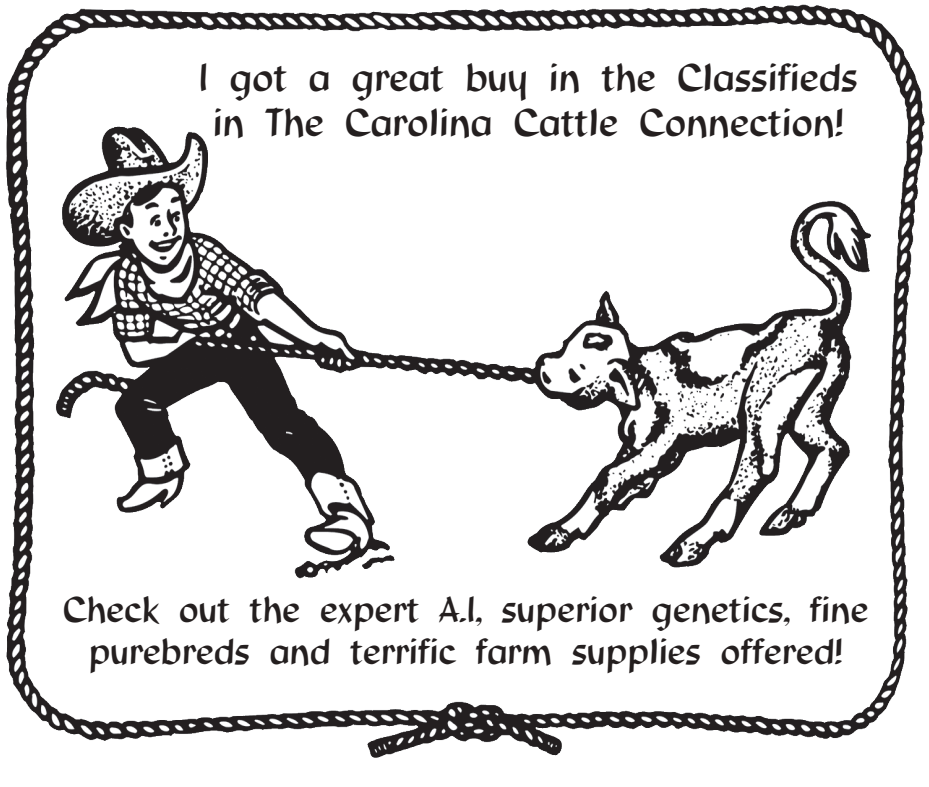
Partners capitalized on opportunities beyond middle meats, expanding premium offerings through grinds, deli products, fully cooked items, and other underutilized cuts. The result was more consumer choice and a stronger premium beef proposition across the marketplace.

"Every part of the supply chain plays a role in delivering excellence," says Bruce Cobb, executive vice president of production for CAB. "Farmers and ranchers remain engaged in strengthening the brand, responding to consumer signals, and making the decisions necessary to produce high quality beef."

Quality Wins in Any Market – In a year defined by tight supply and market volatility, the result remained clear — quality wins in any market.

Foodservice was a leading source of strength for the brand, resulting in a 1.7 percent increase in sales. Even as high beef prices raised menu costs, distributors and restaurant operators continued to protect quality and give diners a reason to return. The increase in sales was supported by demand for Certified Angus Beef Prime and operators looking to deliver a constant experience, knowing every dining occasion carried greater expectations.







Retail volume faced pressure as higher beef prices limited aggressive front page promotions, down 1.2 percent in sales, with more than 528 million pounds of product sold. Rather than pull back from the beef category, the brand's partners supported premium beef offerings through ground beef, value added products, and underutilized cuts, creating new ways for consumers to enjoy the beef's quality while delivering greater value across the carcass.

International business navigated uneven market conditions, including pressure in several of the brand's largest markets, down 8.3 percent in total sales. Teams remained present with core partners while directing additional attention to countries where trade dynamics, exchange rates, and consumer demand created stronger opportunities. The top three volume markets included Canada, South Korea, and Mexico. Egypt experienced a record year, while Hong Kong, Taiwan, Colombia, and Kuwait increased sales. Value added product sales reached an all time high, with growth across foodservice, retail, and international markets, an increase of 8.6 percent in sales, and more than 52 million pounds. The category addressed two persistent marketplace needs — dependable quality and greater efficiency.

While the fully cooked smoked Certified Angus Beef brisket led foodservice growth, the brand's shaved steak and hot pot items contributed to growth at retail and internationally. Certified Angus Beef Prime deli meats and prepared food applications also extended the brand into new parts of the store.

Who is Certified Angus Beef? *At Certified Angus Beef, we know people want to put great meals on the table. Our employees work across the beef supply chain to ensure chefs and home cooks find and prepare the best Angus beef. Led by our culinary, beef, and marketing experts, our team provides consultation, marketing materials, training, market insights, and tools that help businesses like grocery stores and restaurants thrive. Our team is also dedicated to sharing the story of family farmers and ranchers who supply the brand.*

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Supporting The Next Generation through investment in youth leadership opportunities, scholarships, judging contests, educational programs, and the development of future cattle industry leaders.

Expanding Agriculture Awareness through educational outreach that promotes the cattle industry and partnerships with universities that create opportunities across agriculture.

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1 MILE OF PASTURE MANAGEMENT FENCING SUPPLIES AWARDED TO THE NCCA COUNTY CATTLEMEN'S ASSOCIATION RECRUITING THE MOST NEW MEMBERS IN 2026

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40	Speed Brace Kits
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2	52 in. Stretcher Bars
2	Stretcher Bar Pullers
1	Knipex Wire Cutters
1	100 ct. Jars of Long 2-3 Crimp Sleeves
1	Crimping Tool
3	Rolls of 4,000 ft. 12.5 ga High Tensile Electric Fence Wire: Class 3 Galvanized, 170 K psi
4	Bags of 25 Speedrite HD end strainer insulators
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200	10 in. Steel Offset Insulators
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Behind the Brand



Beef on a Mission

By JOHN STIKA, *Certified Angus Beef President*

"What's on the calendar?"

Certified Angus Beef (CAB) licensees and partners from across the beef industry recently gathered in Marco Island, Fla., for our Annual Conference — the largest and most influential event we host each year.

As the premier gathering of the brand's community, it brings together Angus farmers and ranchers, feeders, packers, processors, exporters, distributors, retailers, and restaurant partners from around the world. We come from different places, play different roles, and bring different perspectives, but we share a common purpose: growing demand for the brand.

Each year, the conference serves as a powerful reminder of how connected we all are. Success at every stage depends on the commitment and performance of others throughout the supply and merchandising chain. Few organizations can bring together every link of the value chain in one place, creating a unique opportunity to strengthen relationships, exchange ideas, and align on a common goal to collectively grow brand relevance for each stakeholder and segment of the business.

For Angus producers, represented primarily by CAB and American Angus Association Board members and current supply development award recipients, Annual Conference provides a meaningful look at where your commitment to quality goes after cattle leave the ranch. It brings your work into direct conversation with the people who market, merchandise, sell, and serve the beef your genetics make possible. Just as importantly, it gives our partners the opportunity to better understand the families behind the cattle, our shared values, the decisions made on the ranch, and the commitment to quality that begins long before a steak reaches a consumer's plate.

Admittedly, most Angus producers are likely not aware of this event because it is intentionally designed for our licensed partners, who represent the majority of attendees — approximately 700 total. The content is focused on helping them navigate the opportunities and challenges ahead, while identifying ways to grow CAB sales.

Through market insights, brand updates, business strategies, and practical marketing resources, attendees leave better equipped to succeed in their businesses. The objective is simple — help our partners sell more CAB. When they succeed, demand grows for CAB qualified carcasses, and the Angus genetics producers work so hard to deliver.

Honoring excellence – Annual Conference is also a time to recognize excellence. Each year, we present more than 160 awards celebrating outstanding achievements in sales, marketing, supply development, and brand support. These recognitions honor accomplishments and inspire partners to set new goals and pursue even greater success in the year ahead.

Yes, the meals are memorable. The beef is exceptional. The energy in the room is real. But all of that serves a larger purpose. We want every attendee to leave better informed, better connected, and more motivated to grow the brand.

The beef business is not short on challenges. Tight supplies, higher prices, labor pressures, and changing consumer expectations affect every segment differently. Annual Conference gives us a place to face those realities together while reminding one another why quality continues to matter. The Certified Angus Beef brand was built because Angus producers believed better beef could create greater value. That belief still guides us today.

That is why we gather. To learn. To improve. To celebrate what is working. And to strengthen the community that helps advance the mission of this brand every day.



Biltmore Estate Earns the 2026 Certified Angus Beef Sustainability Award

By KYLEE SELLNOW, *Certified Angus Beef*

More than the roads, pastures, and forests were tested by 31 inches of rain in 48 hours at Biltmore Estate. A legacy of intentional land and livestock management was put to the test with Hurricane Helene — 130-year-old commitment to keep the nation's largest home operating as a private, profitable, working agricultural estate.

That commitment — to land, livestock, and community — helped earn Biltmore Estate the 2026 Certified Angus Beef (CAB) Sustainability Award.



John Stika of CAB, Kyle Mayberry, David Jones, Mark Demarco, Geoff Gardner, and Bruce Cobb of CAB

When George Vanderbilt began building Biltmore in 1895, he envisioned more than a grand estate in the Blue Ridge Mountains. He wanted a self sustaining operation rooted in agriculture, forestry, and stewardship. Five generations later, that vision still guides the 8,000 acre property in Asheville, N.C., where about 700 head of Angus cattle graze the estate.

Today, forestry and agriculture remain central to Biltmore's identity and business model. Its closed loop system supplies Biltmore raised beef, lamb, and pork to several on-site restaurants while connecting land management, food production, and guest experience.

"My central role and belief is in preserving this part of our property as an agricultural enterprise," says Kyle Mayberry, Biltmore director of agriculture. "We do that through profitability. We do that through new technology. We do that through adaptation and innovation to what the market demands and what our guests demand."

That purpose was tested in September 2024, when Hurricane Helene brought wind, flooding, and historic rainfall to Biltmore and the Asheville area. Wind ripped through wooded mountainsides, landslides damaged fields and pastures, and the French Broad River flooded parts of the estate.

Biltmore closed its doors for only the third time in its history, and the owning family committed $2 million to a community relief



Kyle Mayberry, director of agriculture for the Biltmore Estate.

fund. In November 2024, the estate's rescheduled production sale included a fundraising lot that returned nearly $40,000 to area agricultural recovery efforts.

"Recovery after Helene is not a one or two year process," Mayberry says. "For many in this area, it will be a lifetime process. People lost homes and businesses, some even lost family members. Lives changed."

That broad view of responsibility — to the land, livestock, and surrounding community — is woven into Biltmore's agriculture program. Soil and water are tested regularly for nutrient composition. Pastures are rotated, sometimes with multiple



The Biltmore team's unique, closed loop system allows them to receive almost immediate feedback on a steak they can trace back to their cow herd and management decisions.



Rotational grazing plays a key role in pasture management and serves as a conversation starter for guests who see cattle on their drive through the estate.

livestock species. Thousands of forested acres are managed, and the team plants hundreds of trees each year.

A few years ago, Biltmore dedicated space and staff to composting everything from livestock manure to restaurant food waste. The aerated stack compost facility supports on-property gardens, landscaping, crop fields, and pasture nutrient needs. Bees produce honey for guests while serving as pollinators across the property. Wildlife, forests, crops, and livestock are all part of the same system.

The Angus cow has a job in that system, too.

"Our cows undergo tremendous selection pressure. Not only do they have to perform on grass and wean a calf, but they've got to wean a calf that's high Choice or better when it goes to the rail," Mayberry says.

Eric Ellis, Biltmore livestock manager, explains the team balances carcass quality with maternal function. "We are trying to produce a Prime steak and keep functional, maternal lines here. It's marbling and calving ease, heifer pregnancy, scrotal circumference, and ribeye area."

Since Mayberry joined the Biltmore team seven years ago, the livestock program has leaned into high quality Angus genetics to create a more consistent cooking and eating experience for chefs and guests. Through Biltmore Grown, guests can now take home or ship the estate's steaks and ground beef.

Designed after COVID-19 disrupted traditional markets, Biltmore Grown created another outlet for carcasses and cuts guests had come to appreciate at Biltmore. As of 2026, Biltmore is also a Certified Angus Beef Ranch to Table partner, adding another layer of confidence for customers ordering beef to their doorstep.

"When we think about growing the Biltmore Grown brand, not only does it drive profitability for this business unit, but for our seedstock customers too," Mayberry says. The long term goal is to include a buy back program for calves sired by Biltmore bulls, creating market access for small farms in the region.

After Helene, the estate planted 1,000 white oak trees, with plans for 5,000 more, to help restore the land after the hurricane. Mayberry says those investments reflect Biltmore's ability to think beyond short term returns.

"We are so fortunate to work for a place that lets us look in hundred year windows, not just short term viewpoints," he says.



Several on-site restaurants feature Biltmore Grown beef to guests dining at the Estate, like this Prime dry aged New York strip.

2026 South Carolina Sale Barn Cattle Receipts

	January	February	March	April	May	June	July	August	September	October	November	December
Darlington	791	895	773	1,430	749	767	722	632	1,199			
Laurens	698	730	858	920	532	667	803	534	629			
Orangeburg	695	588	567	704	812	431	693	935	500			
Saluda Livestock Market	2,530	2,481	2,424	3,111	2,484	2,570	3,352	2,770	2,859			
Saluda Stockyards	513	352	765	691	506	425	677	666	534			
Williamston	1,324	1,446	1,745	1,790	823	1,496	1,462	1,141	1,073			

BLOCK OPERATIONS RIDLEY NEWS

Two trusted names. One powerful innovation. Introducing Crystalyx Iono-lyx R800. Ridley Block Operations is proud to introduce a second FDA approved, medicated Crystalyx formula called Crystalyx Iono-lyx R800. This is a 4 percent phosphorus mineral formula containing monensin, widely known by the brand name Rumensin. This formula is the result of several years of working with the FDA's Center for Veterinary Medicine (FDA-CVM). The new Iono-lyx R800 free choice medicated formula is approved under NADA 141-621. It is the only low moisture block (LMB) containing Rumensin that is approved for free choice feeding.

The new Rumensin Iono-lyx R800 block has two label claims:

• For increased rate of weight gain and for prevention and control of coccidiosis caused by *Eimeria bovis* and *Eimeria zuernii* in growing beef steers and heifers on pasture (stocker, feeder, and slaughter) and replacement beef heifers on pasture.

• This new technology builds on the success of Crystalyx Iono-lyx B300, the first LMB to contain an ionophore. Launched 22 years ago, this time-tested solution is a protein based block formula with 28 percent crude protein and lasalocid, more commonly known as the brand name Bovatec.

The label claim for Iono-lyx B300 is:

• For increased rate of weight gain in pasture cattle (slaughter, stocker, and feeder cattle and beef replacement heifers).

These two products are called "Iono-lyx," as they both contain an ionophore. An ionophore is a feed additive that changes rumen fermentation by selectively controlling certain rumen bacteria, helping cattle use energy and protein from feed more efficiently. Ionophores are also helpful in controlling coccidiosis. In beef cattle, the best known ionophores are Rumensin (monensin) and Bovatec (lasalocid).

Crystalyx Iono-lyx LMB supplements are in a class of their own. Research on grazing beef cattle has shown that the high level of molasses in the LMB attracts more of your herd to consume the supplement on a consistent basis. This means a larger percentage of your herd actually consumes the supplemental nutrition you purchase and provide. Now, that nutrition can include an ionophore. Adding to the convenience, you don't need a veterinary feed directive (VFD) to feed Rumensin or Bovatec.

Together, these Iono-lyx supplements constitute a year round program, offering robust and consistent support for your herd:

1. Crystalyx Iono-lyx B300, a protein formula containing Bovatec, is for use on moderate to low quality forages in the fall and winter.

2. Crystalyx Iono-lyx R800, a mineral formula containing Rumensin, is for use on high quality forages generally fed in the spring and summer.

When evaluating Iono-lyx R800 for your operation, consider these five main features:

1. Iono-lyx R800 contains 800 grams per ton of Rumensin. Data in the Rumensin Free Choice Efficacy master file (NADA 095-735) indicates that you can generally expect about an 11 percent improvement in the rate of gain in growing beef cattle and replacement heifers on pasture. Four ounces of this R800 formula will provide 100 milligrams of Rumensin.

2. Iono-lyx R800 is an LMB containing 4 percent phosphorus and 4 percent calcium. This is a stand-alone mineral formula, perfect for supplementing the mineral and vitamin needs of your grazing beef steers and heifers during the spring and summer months while also providing Rumensin on a daily basis.

3. The copper, zinc, manganese, and cobalt in Iono-lyx R800 are 100 percent sourced from Bioplex organic trace minerals, which support greater trace mineral retention and tissue reserves. Optimal trace mineral nutrition is key to supporting weight gain on summer grass. Additionally, yearlings entering a feedlot will benefit from having been on a great trace mineral program prior to the stresses of shipping, receiving, sorting, and handling.

4. Iono-lyx R800 is labeled for prevention and control of coccidiosis in growing beef cattle. There is no easier or more effective way to control coccidiosis in grazing beef cattle than with a free choice supplement block containing Rumensin.

5. Iono-lyx R800 is a self-fed supplement. It greatly reduces the need for daily attention to the nutritional needs of your herd. A properly stocked set of 200 pounds. Iono-lyx R800 plastic



barrels should last about four weeks. This gives you the flexibility to check your cattle when and as often as you want. Even if you're busy with other chores, Crystalyx Iono-lyx R800 is continuously supplementing your cattle 24/7.

When evaluating Iono-lyx B300 for your operation, consider these four main features:

1. Iono-lyx B300 contains 300 grams per ton of Bovatec. Years of data in the Bovatec master file indicate that you can expect about a 10 percent improvement in rate of gain in growing beef cattle and replacement heifers on pasture.

2. Iono-lyx B300 contains 28 percent crude protein. Most of our fall and winter grazed forages will be short on protein for growing cattle. Iono-lyx B300 can effectively supplement that protein requirement in addition to providing Bovatec. This is an excellent product for wintering spring calving replacement heifers or weaned calves that you plan to graze as yearlings the following summer.

3. Iono-lyx B300 strategically replaces 25 percent of the standard supplemental inorganic trace minerals with Bioplex organic trace minerals, which support greater trace mineral retention and tissue reserves. Optimal trace mineral nutrition is key to supporting weight gain for grazing animals. Your replacement heifers will benefit from having been on a good trace mineral program prior to and through the breeding season.

4. Finally, Iono-lyx B300 is a self-fed supplement. It greatly reduces the need for daily attention to the nutritional needs of your herd. A properly stocked set of Iono-lyx B300 barrels with yearlings or replacement heifers in a pasture should last about two weeks. This gives you the flexibility to check your cattle when and as often as you want. If you are busy with other chores, Crystalyx Iono-lyx B300 is always there for your cattle 24/7.

Crystalyx brand supplements are an excellent way to provide consistent, controlled intake of ionophores such as Rumensin and Bovatec, as well as protein, vitamins, minerals, and other necessary nutrients that can be deficient in your forages — and, as self fed supplements available to your herd 24/7, these solutions optimize your profitability by offering considerable savings in time, labor, and equipment.

About Ridley Block Operations. *Ridley Block Operations (RBO) delivers reliability and consistency through an extensive portfolio of livestock nutrition supplements. The company manufactures and markets high quality block supplements, loose minerals and dried molasses designed to support cattle, equine, sheep and goats across a variety of production systems.*

With a long standing legacy in livestock nutrition, RBO is home to some of the industry's most trusted brands — including Crystalyx, Sweetlix, Blueprint,and Stockade — as well as a wide range of controlled and private label products tailored to customer needs.

RBO leads the industry in block form manufacturing, combining liquid and dry ingredients with specialized production processes to deliver reliable, self fed supplements. RBO joined the Alltech family of companies in 2015. Since 2000, the company has expanded beyond its original low moisture block line to include pressed, poured and compressed blocks, along with loose minerals. Today, it is the only company that offers all five supplement forms, supported by a seven plant manufacturing network across North America.

RBO products are distributed through feed companies, distributors, rural retailers and associate companies Hubbard Feeds and Masterfeeds, making its trusted nutrition solutions accessible to livestock producers across the continent.



S.C. Charolais News

By GEORGEANNE WEBB, *S.C. Charolais Association*

If you saw smoke coming from Knoxville, Tenn., the first Saturday in October, it was coming from our "smoking" Appalachian Charolais Sale. That sale averaged almost half a million dollars. It was unreal how high those cattle sold for. A lot of cattle sold on the internet. We all had a great time, and it was fun to catch up on all the gossip.

Just about everyone was fussing about vultures, and the second topic was the U.S. Postal Service. Everyone all over the county was fussing about how the mail is not reliable anymore and checks and important papers are getting lost in space. The same is true for me with me sending registration papers to Kansas City. They are floating around, never to be seen again. I guess I will have to start sending mail by UPS.

There is no gossip that I can share concerning Charolais members, at least on here. I still need North Carolina members to step up for the Spotlight on Charolais in January for The Carolina Cattle Connection. I need a couple of farms by December 1. Contact me by phone or email. Everyone knows how to get in touch with me since I have been here since the Dark Ages. The phone spammers know exactly how to call me, because my phone rings a million times a day about Medicare or something they are selling.

Calving season is in full swing, and several of us had calves when we got home from Knoxville. Be careful out there, and always be packing in case of vultures, coyotes, or good-for-nothing people trespassing. Just "SSS"...shoot, shovel, and shut up for any of the three.

Pisgah FFA Cattle Working Team Finishes Fifth in the Nation

By COURTNEY SMITH, *Pisgah High School*

The Pisgah High School FFA Cattle Working Team brought home a fifth place national finish after representing North Carolina at the National Youth Cattle Working Contest in Elizabethtown, Ken., in early September. The accomplishment capped a season of preparation, teamwork, and success for three students with deep roots in the beef cattle industry.

This year's team included Kinsley Brown, Hannah Francis, and Caleb Glance, coached by Courtney Smith. Before reaching the national contest, the team won the West regional contest and earned the title of North Carolina State Cattle Working Champions.

Each team member brought personal experience with agriculture to the competition. Brown, a senior and Pisgah FFA vice president, has spent years working on her family's farm and raising beef cattle alongside her father. She also competes in N.C. High School Rodeo and serves as this year's N.C. High School Rodeo Queen. She plans to pursue a degree in education.

Francis, a junior who serves as Pisgah FFA secretary, grew up on her family's beef cattle farm and has long enjoyed working with animals. She participates in FFA events such as livestock evaluation and parliamentary procedure, is a member of the school tennis team, and hopes to become a large animal veterinarian.

Glance, a senior and Pisgah FFA president, has been an FFA member throughout high school and has competed in the cattle working contest for three years. His experience includes raising cattle with his family and working at a local stockyard. After graduation, he plans to pursue welding and eventually establish his

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own cow-calf operation.

Preparation for the contest began shortly after Christmas, with students training for the regional competition. At that level, teams must move two head of cattle through a chute and complete assigned procedures within a time limit. Tasks may include administering vaccines or dewormers and carrying out routine herd management procedures such as applying ear tags or tattoos or collecting DNA samples. Because students do not know in advance which procedures they will be asked to perform, preparation must cover a wide range of skills.

The contest also tests knowledge beyond the chute. Students complete a Beef Quality Assurance (BQA) test, a general cattle knowledge test, and a skillathon covering breeds, feeds, and equipment. Before beginning the hands-on portion, teams must work together to solve a team problem and develop a cattle processing plan. Their chute side performance is evaluated on accuracy, safety, and the use of BQA approved techniques.

The Pisgah team won the West regional contest and advanced to the state competition at the Upper Mountain Research Station in Laurel Springs, North Carolina. At state, teams worked three head of cattle in the same time limit. The Pisgah students administered two vaccines, applied a topical dewormer, and collected a DNA hair sample from each animal in just 9 minutes and 30 seconds, earning full time points and the state championship.

Haywood County was well represented throughout the season. The Tuscola High School team also earned a strong result, finishing second in the West regional contest and second at the state competition.

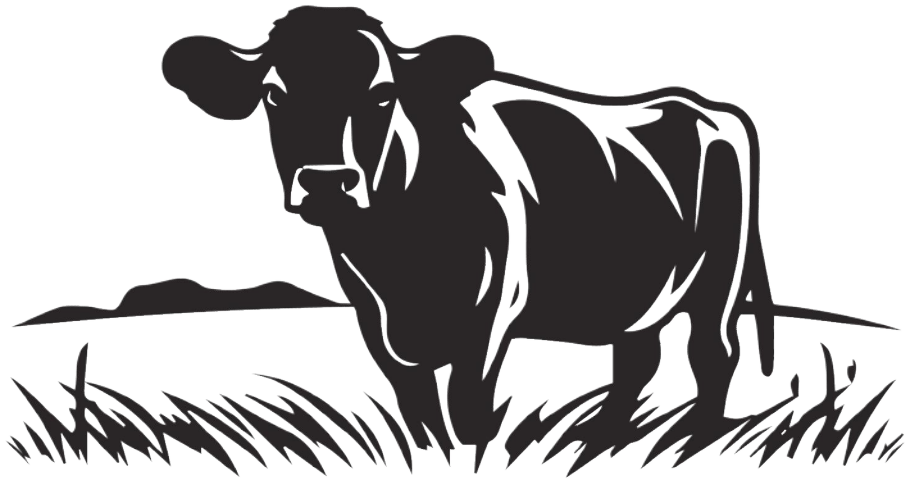
At the national contest in Kentucky, students took part in a beef advocacy workshop presented by the Beef Checkoff and had the opportunity to meet competitors from other states and learn more about beef production across the country. The national competition emphasized the team processing plan, team problem, and hands-on chute side skills. Teams were asked to work three cattle, administer three injections, apply a dewormer, place an electronic identification (EID) tag, and collect a tissue DNA sample.



The Pisgah team's fifth place national finish reflects more than speed. The students strengthened their communication, teamwork, cattle handling abilities, and understanding of beef production while demonstrating the importance of safe, accurate animal care. They represented their school, community, and state with maturity and determination.

For Pisgah FFA and Haywood County, the team's success is a point of pride — and a promising example of the next generation preparing to contribute to the beef cattle industry.





Four Inducted Into N.C. State Fair Livestock Hall of Fame

By AMEY CROSS, *N.C. State Fair Press Office*

Agriculture Commissioner Steve Troxler inducted four new members into the N.C. State Fair Livestock Hall of Fame on October 25 at the State Fairgrounds in Raleigh.

"Agriculture always has been and will always remain the heart of the N.C. State Fair," said Agriculture Commissioner Steve Troxler. "Our livestock shows are some of the finest in the nation, and this hall of fame serves to honor the people who have shaped them. Their hard work, leadership, and passion have helped build these events and keep them coming back each year."

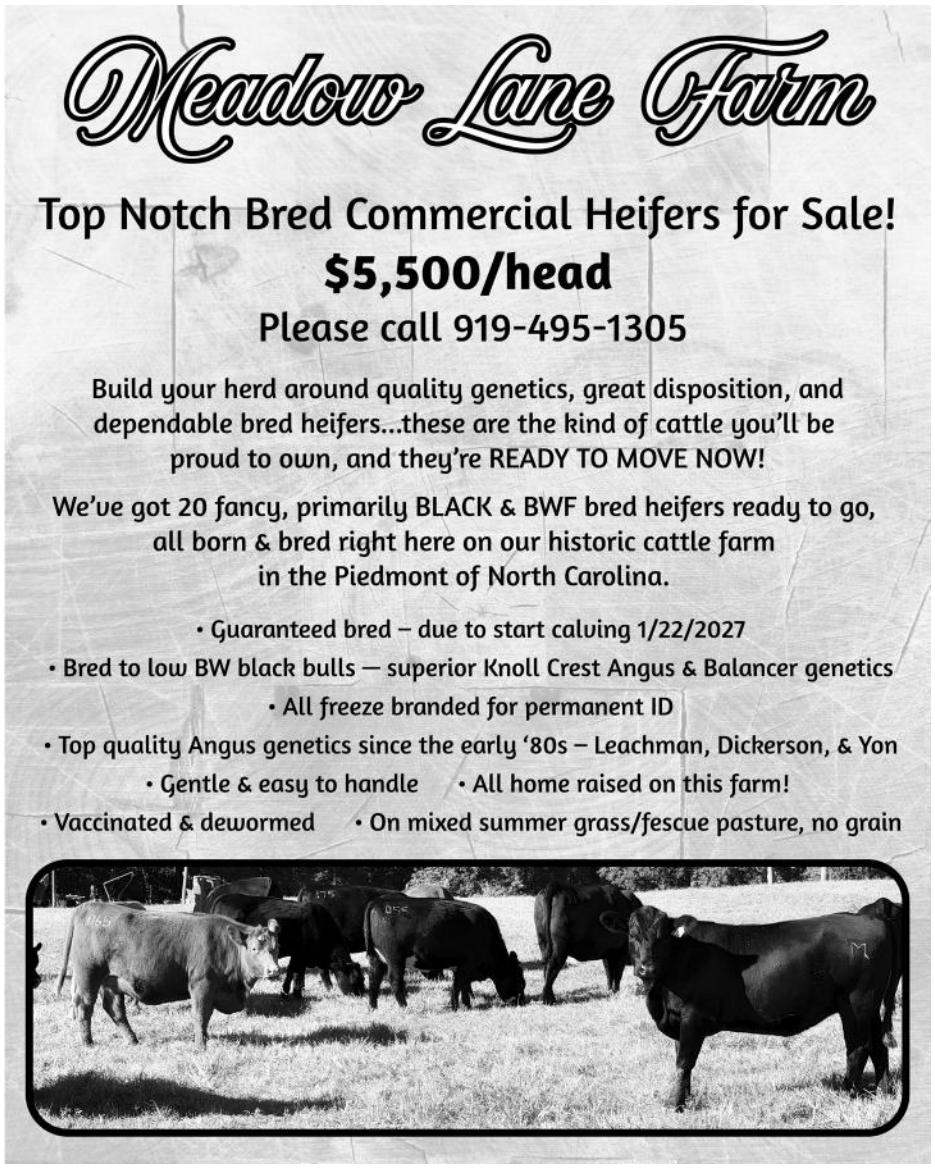
Following are the 2026 inductees:

Heather Boodey of Franklin County was inducted into the Horses category. Boodey's story with the N.C. State Fair spans more than four decades — beginning when she was a young child with a love for horses and growing to a legacy that has shaped generations of riders. Boodey has been at the helm of Ingleside Farm since 1991. Since 1981, Ingleside Farm has been a cornerstone of the N.C. State Fair Horse Show. Under Boodey's leadership, the farm has grown into a respected training program known for developing talented horses and riders. Boodey was recognized for her unique ability to identify talent and her commitment to guiding young riders toward success. Her involvement in the N.C. State Fair Horse Show has made the show a highlight of North Carolina's equestrian calendar. Her merits have been recognized within the equestrian community, as she has received many awards in the arena and out and serves on numerous boards.

Senator Tom McInnis of Moore County was inducted into the Commissioner's Meritorious category. McInnis has shown tremendous support for the youth livestock shows at the N.C. State Fair and the state's agriculture industry over the years. McInnis served as the long time COO of Iron Horse Auction Company, overseeing the company's auction operations. Iron Horse is one of the premier providers of professional auction services in the Southeast. McInnis and Iron Horse have long supported the N.C. State Fair Junior Livestock Sale of Champions. A portion of the bids from that sale go to support scholarships available to all junior livestock show participants. He can count himself among those who have meaningfully contributed to the education and future success of so many young people. During his six terms in the North Carolina Senate, McInnis has been a steadfast supporter of the state's agriculture industry. He currently serves on the Agriculture, Energy, and Environment Senate Committee.

Martha Leonard Mobley of Franklin County was inducted into the General Supporters category. Raised in rural Franklin County, Mobley grew up at Leonard Farms — her family's farm, which is part of the Century Farm program. Her parents instilled in her a deep appreciation for agriculture. Mobley began serving as the Franklin County Livestock Agent with N.C. Cooperative Extension in 1988. Throughout her career, she has helped young people from across the region participate in N.C. State Fair livestock shows, teaching them animal husbandry, nutrition, showmanship, and responsibility. Her late husband, Jerry "Steve" Mobley, was inducted into the N.C. State Fair Livestock Hall of Fame in 2015 for his contributions to the North Carolina horse industry. Together, Martha and Steve shared a passion for mentoring young people. Her legacy is measured not only in the livestock shown, the awards earned, or the programs established, but also in the countless young people she has inspired and the lasting impact she has made on North Carolina agriculture.

J.W. Wilson of Lenoir County was inducted into the Swine category. Wilson has been raising pigs since he was 8 years old. He exhibited at the N.C. State Fair for the first time in 1983. This was the beginning of a tradition of commitment and support that has continued for more than four decades. Wilson has been a familiar and welcome presence in the Kelly Building, where his





Senator Tom McInnis, J.W. Wilson, Commissioner Steve Troxler, Martha Leonard Mobley, and Heather Boodey.

love for the swine industry and the people who make it special has become part of the fair's history. Wilson instilled his passion in his three daughters and seven granddaughters, all of whom showed at the N.C. State Fair. As proud as he is of his own family, Wilson's influence reaches much further. He takes great pride in working with young people, encouraging them, sharing his knowledge, and helping them discover the value of agriculture and livestock exhibition. Wilson was recognized not only for his many years of participation and support but also for the legacy he built through his family, his friendships, and his unwavering commitment to young people and agriculture.

Since 1980, the N.C. State Fair Livestock Hall of Fame has served to recognize outstanding supporters of the fair's livestock shows. Candidates for induction can be producers of livestock that have exhibited and promoted livestock shows at the fair or a person who has served as a fair employee, representative of a business, extension worker, or others from agricultural organizations.

Including this year's honorees, 193 individuals have been inducted into the N.C. State Fair Livestock Hall of Fame.



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National Farm Estate Planning Survey

Farmers, ranchers, agricultural landowners, and others involved in agriculture across the United States are invited to participate in an updated national survey examining the current state of farm estate and succession planning.

Cari Rincker, founder of Rincker Law, PLLC, is conducting the research to better understand how agricultural families are planning for the future, the obstacles that may prevent or delay planning, and the issues affecting the transfer of farms, ranches, and agricultural businesses from one generation to the next.

The Farm Estate Planning Survey takes approximately 10–15 minutes to complete. Participants may remain anonymous, and providing an email address at the conclusion of the survey is optional.

"Farm succession is about much more than signing estate planning documents," said Rincker. "Agricultural families are often making decisions about land ownership, business operations, management, retirement, family relationships, and the future of an operation that may have taken generations to build. This survey is an opportunity to hear directly from the people facing those decisions and better understand what farm and ranch families need today."

Updated Research Builds on 2020 National Survey – Rincker previously conducted a similar survey in 2020, receiving responses from 58 participants in states across the country.

Among other legal and trade publications, that research ultimately contributed to her WealthCounsel Quarterly article, "Survey Says: The Current State of Farm and Ranch Estate and Succession Planning," which examined estate planning, business planning, succession planning, family communication, and common challenges facing agricultural families.

The earlier findings highlighted significant planning and communication gaps.

Among the 2020 respondents:

• 56.14 percent reported having an estate plan.

• Slightly more than half had identified an heir interested in taking over the farm, ranch, or agricultural business.

• Only 56.9 percent reported that their agricultural family openly communicated about estate planning.

• Nearly 48 percent reported that they did not have a succession plan addressing the transfer of knowledge and management skills from one generation to the next.

• Respondents also identified concerns ranging from preserving the family farm and treating children fairly to avoiding family conflict, addressing taxes and costs, transferring land appropriately, and determining how on-farm and off-farm heirs should be treated.

Several years later, Rincker is revisiting those questions while



also examining how circumstances may have changed.

The updated survey seeks insight into questions such as whether more farm families are completing estate plans, whether families are discussing succession more openly, what barriers continue to delay planning, and how factors such as family dynamics, land values, agricultural economics, and business structures may influence succession decisions.

Results Will Support Agricultural Education – Results from the updated survey will help inform Rincker's upcoming farm estate planning presentations, including a speaking engagement this month, as well as future articles and educational resources for the agricultural community.

The research may also provide useful insight for attorneys, accountants, financial professionals, mediators, agricultural organizations, Extension professionals, educators, and other advisors who work with farm and ranch families.

Participation is encouraged regardless of whether an individual or family has already completed an estate or succession plan.

Responses from people who have not completed their planning are particularly valuable because they can help identify the practical, financial, informational, and family-related obstacles that cause agricultural families to delay planning.

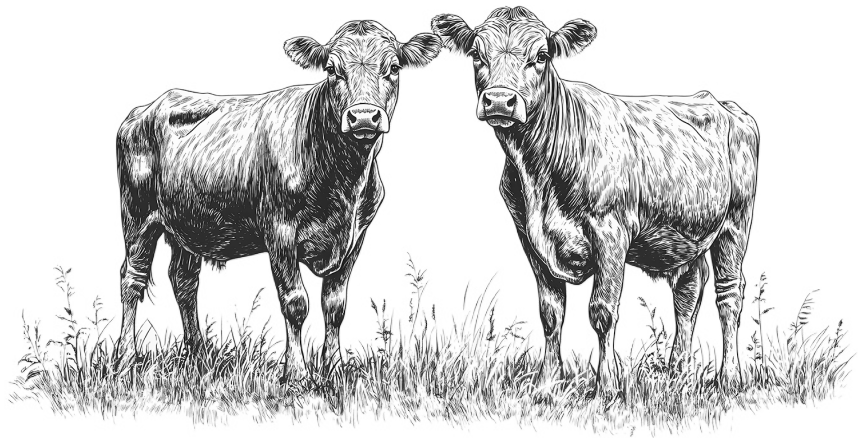
Agricultural Organizations Encouraged to Share Survey – Agricultural associations, commodity organizations, farm bureaus, livestock organizations, agricultural publications, Extension programs and other industry groups are encouraged to share the survey with their members, readers, and networks.

The goal is to gather responses from a broad cross-section of the U.S. agricultural community.

Farmers, ranchers, agricultural landowners, and others involved in agriculture can participate at www.surveymonkey.com/r/8YSF9QX.

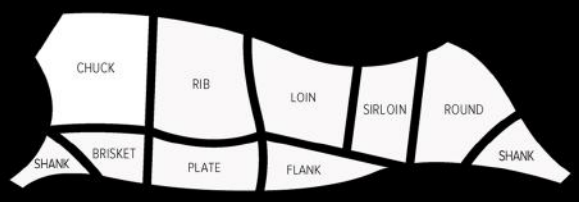
The survey takes approximately 10–15 minutes, and responses may remain anonymous.

About Rincker Law, PLLC. *Rincker Law, PLLC, works with farmers, ranchers, agricultural families, and businesses on matters involving farm estate and succession planning, agricultural law, farm business planning, and other legal issues affecting the food and agriculture industry. For additional information about Rincker Law, visit https://rinckerlaw.com or call 217-774-1373.*





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ARMS#

RIB

Prime Rib Roast



Ribeye Steak, Bone-In



Back Ribs



Ribeye Roast, Boneless



Ribeye Steak, Boneless



Ribeye Cap Steak



Ribeye Petite Roast | LEAN



Ribeye Filet | LEAN



LOIN

Porterhouse Steak



T-Bone Steak



Strip Steak, Bone-In | LEAN



Strip Steak, Boneless | LEAN



Strip Petite Roast | LEAN



Strip Filet | LEAN



Tenderloin Roast | LEAN



Tenderloin Steak (Filet Mignon) | LEAN



SIRLOIN

Top Sirloin Steak | LEAN



Top Sirloin Petite Roast | LEAN



Top Sirloin Filet | LEAN



Coulotte Roast | LEAN



Coulotte Steak | LEAN

Tri-Tip Roast | LEAN

Tri-Tip Steak | LEAN

Petite Sirloin Steak

Sirloin Bavette Steak

ROUND

Top Round* | LEAN

Top Round Steak* | LEAN

Bottom Round Roast | LEAN

Bottom Round Steak* | LEAN

Bottom Round Rump Roast | LEAN

Eye of Round Roast | LEAN

Eye of Round Steak* | LEAN

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Tenderloin Tips

BRISKET

Brisket Flat | LEAN

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Flank Steak* | LEAN

Short Ribs, Bone-In*

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A cut of cooked fresh meat is considered "lean" when it contains less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 mg of cholesterol per 100 grams (3½ oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).

CAROLINA COOKING

Classic Beef Tenderloin Roast with Cranberry Drizzle



Total Time — 1 hour, 45 minutes

1 beef tenderloin roast center cut (2–3 pounds)
1 pound yellow onions, peeled, cut into wedges
2½ pounds Brussels sprouts, trimmed
1 tablespoon olive oil
1¼ teaspoons salt, divided
2 tablespoons chopped fresh thyme leaves
1 tablespoon pepper

Sauce

⅓ cup balsamic vinegar
3 tablespoons finely chopped shallots
1 can (16 ounces) whole berry cranberry sauce

Heat oven to 425°F. Combine onions, Brussels sprouts, oil, and 1 teaspoon salt on a metal baking pan; toss to coat. Set aside.

Cook's Tip – *Peeled Cipollini or pearl onions may be substituted for yellow onions and omit cutting into wedges. Cipollini onions look and taste like small, flat onions but are actually bulbs of the grape hyacinth. Sometimes referred to as wild onions, they can often be found in the produce department of large supermarkets. To easily peel, place in boiling water for 10–15 seconds. Remove from water and immediately place in a bowl of ice water. Drain and peel skin.*

Combine thyme and pepper in a small bowl. Reserve 1 teaspoon thyme mixture for sauce; set aside. Press remaining thyme mixture evenly onto all surfaces of the beef tenderloin roast.

Place the roast on a rack in a shallow roasting pan. Insert an ovenproof meat thermometer so the tip is centered in the thickest part of the beef. Do not add water or cover. Place the prepared vegetables in the oven with the roast. Roast the beef in a 425°F oven for 35–45 minutes for medium rare; 45–50 minutes for medium doneness. Roast the vegetables for 45–50 minutes or until tender and lightly browned.

Sauce – Meanwhile, prepare the sauce. Combine the vinegar and shallots in a small saucepan; bring to a boil. Reduce heat; simmer for 3 minutes. Stir in the cranberry sauce; bring to a boil. Reduce heat; simmer for 6 minutes to blend the flavors, stirring occasionally. Remove from heat; stir in the reserved 1 teaspoon of the thyme mixture and the remaining ¼ teaspoon of salt. Keep warm.

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

Carve the roast into slices; serve with the vegetables and sauce.



Beef Promotion and Research Program

PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CRF 1260.201). Failure to report can result in a fine.
Information is held confidential (7 CRF 1260.203).

Today's Date: _____

Seller's Name: _____ **Buyer's Name:** _____

Address: _____ **Address:** _____

City: _____ **State:** ____ **Zip:** _____ **City:** _____ **State:** ____ **Zip:** _____

Seller's Signature: _____ **Buyer's Signature:** _____

Both the seller & the buyer are responsible for making sure that the $1.50 per head assessment is collected and remitted to the Beef Promotion & Research Board.

Total Number of Cattle Sold: _____ **x $1.50 Per Head = $** _____

Date of Sale: _____ **Person remitting assessment form: Seller** ❑ **Buyer** ❑

*** State of Origin of Cattle:** _____

*** If cattle purchased came from another state within the last 30 days, indicate from which state the cattle were purchased.**

Send Report and Remittance to:
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P.O. Box 11280
Columbia, SC 29211

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0093. The time required to complete this information collection is estimated to average 1.8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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Virbac NEWS

Virbac Offers New BRD Vaccine With Three Extra Layers of Protection. ***BOVIGEN Platinum Synvera, a new combination vaccine, adds Mannheimia haemolytica genotypes 1 and 2, and Pasteurella multocida protection to 5-way BRD modified live vaccine.*** Reaffirming its commitment to advancing preventive cattle health, Virbac is expanding its BOVIGEN Platinum Vaccine line with BOVIGEN Platinum Synvera, an 8-way BRD vaccine developed to bring herds a broader layer of respiratory defense.

Bovine respiratory disease (BRD) remains one of the most persistent and costly health challenges facing cattle producers and veterinarians today, directly impacting calf well being and long term herd performance.

BOVIGEN Platinum Synvera protects against the most prevalent strains of bovine viral diarrhea virus (BVD)[1,2] because it includes BVD types 1 and 2. Vaccine strain BVD 1a has demonstrated cross protection against 1b. BOVIGEN Platinum Synvera effectively protects against infectious bovine rhinotracheitis virus (IBR), bovine parainfluenza 3 virus (PI3), bovine respiratory syncytial virus (BRSV), *Mannheimia haemolytica* genotypes 1 and 2, and *Pasteurella multocida* killed whole bacterins.

BOVIGEN Platinum Synvera's three additions to the traditional 5-way BRD vaccine provide coverage against the entire disease causing intruder, not just its weapon of choice — the leukotoxin. By combining the two key genotypes of *Mannheimia haemolytica* and one of *Pasteurella multocida*, this vaccine ensures a broad protection against these bacteria.

"With BOVIGEN Platinum Synvera Vaccine, the calf develops antibodies against these bacteria and viruses, providing comprehensive protection all along the airways and lungs," says Fabrice Payot, Virbac vice president of new business. "Modified live vaccines stimulate a strong, long lasting immune response, providing robust disease protection."

Because gram-negative *Mannheimia* bacteria are known to cause strong reactions, these vaccines are produced to reduce endotoxins [lipopolysaccharides (LPS)] for a less stressful experience on calves.

"Many of the vaccines on the market are effective in BRD protection, but some can be hard on calves. We wanted to explore a better way and create a solution our team would feel confident putting into our own cattle, focusing on pragmatic vaccinal strains that check every box for efficacy and safety," says Payot.

Preliminary field safety studies, in a calf crop sample size (247), showed that none of the vaccinated calves went off feed or showed negative effects of vaccination. No animals showed adverse reactions, and only 31 showed normal injection site swellings that reduced within 21 days. Calves were tested in three distinct geographical locations around the United States[3].

To support cattle producers with complete peace of mind, BOVIGEN Platinum Synvera is backed by the BOVIGEN Platinum Protection Program. Virbac offers a satisfaction guarantee with a full refund within six months of purchase if you are not satisfied with the vaccine's performance.

Discover Virbac's BOVIGEN Platinum Vaccine line at us.virbac.com/BPVSynvera.

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[1]Fulton, R.W., Cook B.J., Payton M.E., et al. Immune response to bovine viral diarrhea virus (BVDV) vaccines detecting antibodies due to BVDV subtypes 1a, 1b, 2a and 2c. Vaccine 2020;38(24):4032–4037.

[2]Fulton, R.W., Ridpath, J.F., Saliki, J.T., Briggs, R.E., Confer, A.W., Burge, L.J., Purdy, C.W., Loan, R.W., Duff, G.C., Payton, M.E., Bovine viral diarrhea virus (BVDV) 1b: predominant BVDV subtype in calves with respiratory disease. The Canadian Journal of Veterinary Research 2002;66:181-190.

[3]Data on file. Diamond Animal Health.

About Virbac. *Virbac is an independent pharmaceutical company exclusively dedicated to animal health since 1968. At Virbac, we are constantly exploring new ways to prevent, diagnose, and treat the majority of animal diseases. We develop care, hygiene, and nutrition products to offer complete solutions to veterinarians, farmers, and pet owners around the world. Our purpose — advancing the health of animals with those who care for them every day, so we can all live better together.*



NCBA President's Report

Let's Pass the Baton



By GENE COPENHAVER, *National Cattlemen's Beef Association*

The long term strength of the U.S. beef industry depends on the preparation of the next generation to carry and improve upon our legacies. Without a well planned transition, we expose ourselves to the possibility of losing valuable farms and ranches across the country. If we want to safeguard the future of American beef production, we must prioritize succession planning today.

Just as we need strong hands and sharp minds to take ownership of our operations and cattle businesses, we also need the next generation's insight and perspective in our meeting rooms. As an industry facing challenges and opposition from many directions, we need strong voices to advocate for American cattlemen and women. That signals to me that we should intentionally encourage and equip emerging leaders to participate in policy conversations, serve within state affiliates and partner organizations, and help consumers understand that farmers and ranchers are responsible stewards of the land and produce a safe, nutritious food supply.

I know that it can be easy to leave our sons and daughters on the farm to care for the cattle and handle day-to-day challenges while the older generation attends important meetings like state cattlemen's conventions or CattleCon. But I urge you to rethink that approach. While it is valuable for the incoming generation to manage daily operations so we can network with fellow producers and vote on important issues, the decisions made in those rooms, where producers come together, will shape their future far more than our own. They deserve a seat at the table and to be heard in those conversations.

Sometimes all it takes is a little encouragement, a clear invitation, or an introduction to help a young leader build industry connections and gain confidence to step into leadership roles. Having served as a volunteer leader for many years, I have seen firsthand how change is made by those who show up. That's why I believe the first step is giving the next generation the opportunity to be present. The next step is ensuring they have clear pathways into leadership.

I remember cattlemen who encouraged me to attend my first county cattlemen's meeting, and I remember taking on responsibilities that felt greater than I was ready for. Their confidence helped me find my place and taught me leadership is learned by doing — not by waiting until you feel fully prepared. Looking back, those initial opportunities shaped my role within the cattle industry today.

In my conversations with young cattlemen and women throughout my travels this year, I am consistently impressed with their understanding of industry issues and their eagerness to be a part of the solution. Many of them grew up hearing the same concerns: farmers are aging out and the agriculture workforce is shrinking, while access to land becomes increasingly difficult. Rather than discouraging this generation, I clearly see that they are driven by a remarkable level of grit and determination. Because of that, they are ready to represent the cattle industry and defend the future of beef production.

I am excited and encouraged to see many young producers who are willing to give their time, resources, and talents to reinforcing the future of American beef production. As a leader and a parent, I want to support them in any way I can, and I believe mentorship is one of the best methods to prepare the next generation for success. Mentorship does not have to be complex. Invite a young producer to attend a county meeting, introduce them to industry leaders, or ask them to serve on a committee. Small opportunities often lead to meaningful contributions.

To those of you waiting for your turn to step into leadership, take that step today. Don't wait. Join your local cattlemen's association. Attend national events such as CattleCon, Summer Business Meeting, or Legislative Conference. And to those of you who have carried the baton for a while, turn around and offer a hand to someone coming behind you who is ready to lead our industry forward.



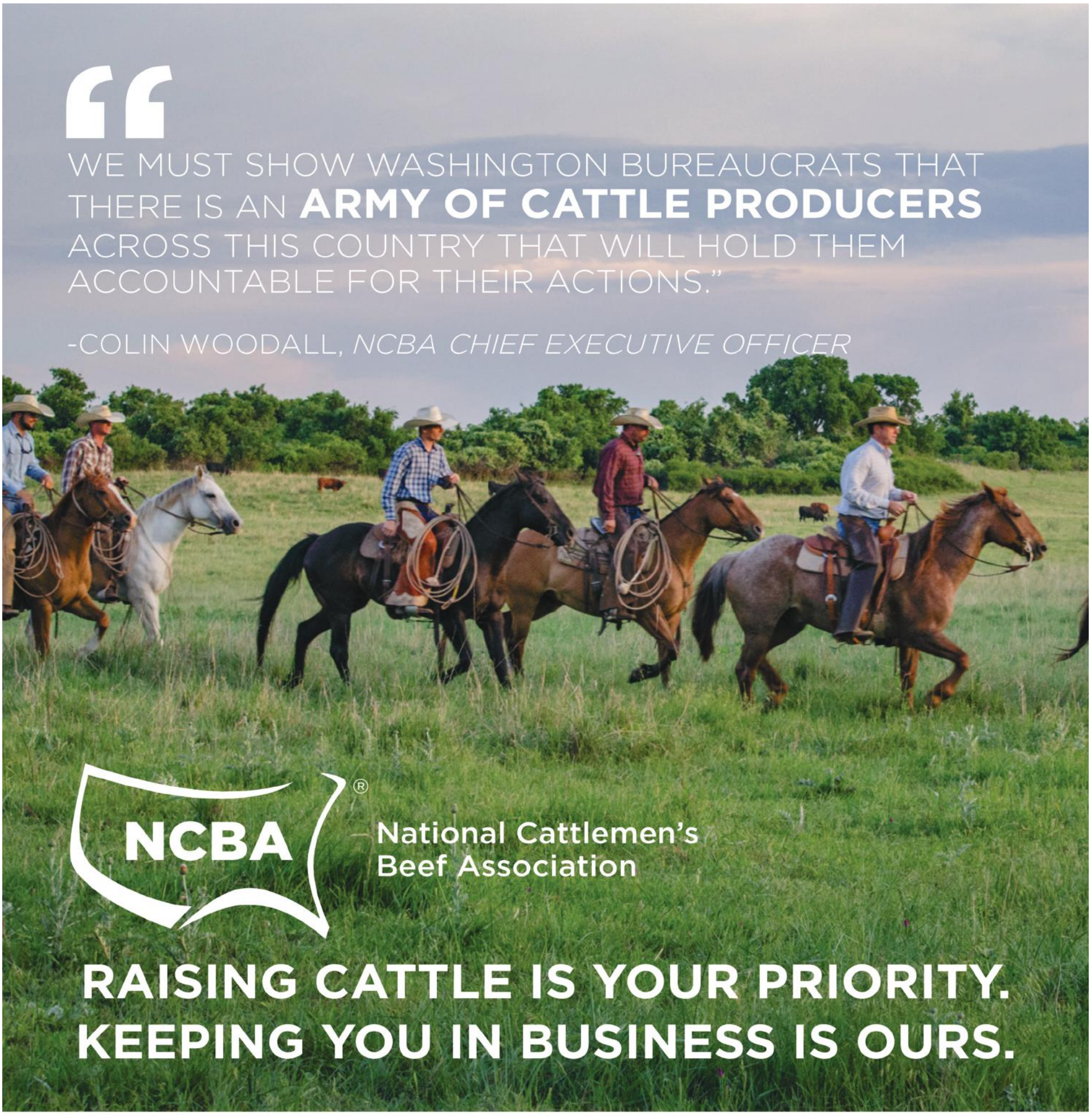


2026 NCBA POLICY PRIORITIES

NCBA's policy focus for 2026 is to defend the free market, promote free trade, and reduce regulatory burdens to preserve opportunities for producer profitability and strong beef demand. There will be an increased focus on elevating and defending the voices of real cattle producers and grassroots membership driven policies.

- Continue to press the administration to roll back harmful regulations to keep working lands working.
- Enhance and strengthen U.S. mitigation measures against the incursion of New World Screwworm.
- Protect the U.S. cattle herd from foreign animal diseases and pests through heightened awareness and preparedness actions.
- Expand market access for U.S. beef exports and hold trade partners accountable to ensure equivalent animal health and food safety standards for imported beef.
- Promote scienced-based nutrition policies and sound, fact-based information for consumers.
- Push for further hours-of-service flexibility, increased truck weights, and continue delaying ELD requirements for livestock haulers.
- Safeguard the U.S cattle and beef supply chain by working with the administration to ensure there is a strong workforce to limit processing disruptions for producers.

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Join NCBA and stand with fellow cattlemen and women, creating a powerful network that advances the interests of the cattle industry. Together, we strengthen our rural communities and our industry, preserving a heritage that is the backbone of America and your family's legacy.

NCBA® National Cattlemen's Beef Association

Education is a Cornerstone at CattleCon 2027. The cattle industry is constantly changing, and the future rewards those who prepare. Stay ahead of market and industry shifts by attending CattleCon 2027, in downtown Nashville, Tenn., on February 2–4, with business meetings beginning February 1. Education remains a cornerstone of the largest cattle industry event of the year, and CattleCon 2027 has a lot to offer.

"Invest in your future by attending CattleCon 2027," said Gene Copenhaver, National Cattlemen's Beef Association president. "Industry experts offer valuable insights that you can apply to your business, and the variety of education sessions provides you with practical information you can use to get ahead of what's next."

For more than 30 years Cattlemen's College, sponsored by Zoetis, has provided cattle producers with valuable information to help improve their herds and businesses. This premier educational experience is open to all CattleCon 2027 attendees.

Cattlemen's College educational sessions and live animal handling demonstrations cover a variety of important topics, including business management, emerging trends, grazing, nutrition, herd health, succession planning, genetics, and reproduction. Leading experts, including Don Close of Terrain; Derrell Peel and Shannon Ferrell of Oklahoma State University; Troy Rowan of the University of Tennessee; Kim Stackhouse-Lawson of CSU AgNext; and George Perry of Texas A&M University, among others, will share information that producers can use to make management decisions.

Carey Lohrenz, the first female F-14 Tomcat fighter pilot in the





U.S. Navy, will headline the Cattlemen's College general session on February 3. The aviator and author will share her fascinating experiences operating in one of the world's most challenging environments — an aircraft carrier.

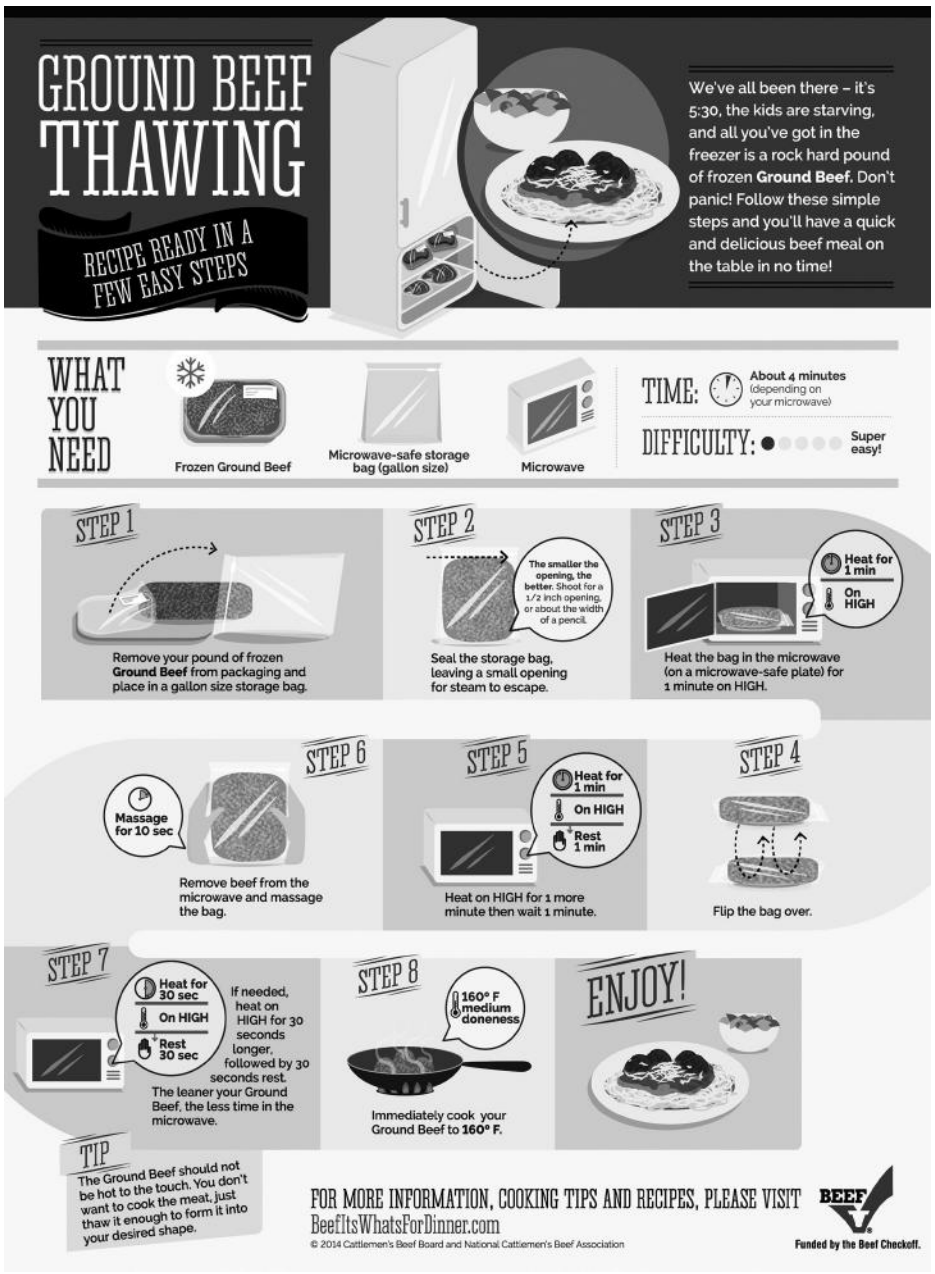
Cattlemen's College classroom sessions will be recorded and available for registered attendees to watch when they return home. Participants also have the opportunity to attend an in-person Beef Quality Assurance (BQA) training and become certified. A new addition to the Demonstration Arena is a trailer where attendees can watch loading and transportation BQA principles in action.

In addition to Cattlemen's College, there are numerous educational opportunities available on the NCBA Trade Show floor. Cattle Chats features 20 minute beef industry educational sessions. Attendees can also stop in the Learning Lounge to enjoy informal, face-to-face talks. A new trade show feature, Corral Conversations, takes learning to the next level during in-depth discussions with industry experts. The Marquee Stage also returns, featuring a variety of speakers tackling topics such as reproductive technologies, vaccination programs, ag lending, and crop protection.

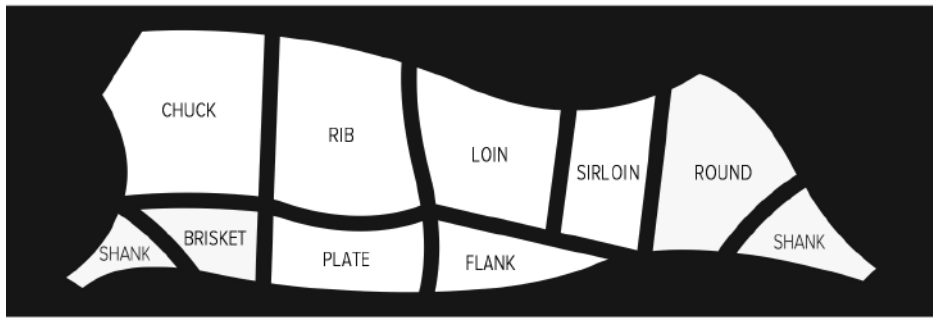
Following CattleCon, the educational opportunities continue with a Grazing Management Workshop & Tour and Agricultural Tour on February 5 available for an additional fee. These on-farm tours provide unique hands-on experiences for participants.

Cattle producers attending Cattlemen's College are eligible for the Rancher Resilience Grant, which provides reimbursement for one full registration. For more information and to apply, visit www.ncba.org/producers/rancher-resilience-grant.

Stay ahead of what's next and register today for CattleCon 2027 at https://convention.ncba.org/.



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NC Choices
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A Message from the CEO



Building on Strength

By COLIN WOODALL, *National Cattlemen's Beef Association*

Today, the cattle producers are in a position of strength.

That strength did not come easily. It was built through years of drought, herd liquidation, rising input costs, tight margins, and constant uncertainty. Through it all, farmers and ranchers continued investing in their operations, improving their herds, and finding better ways to produce beef.

Those investments are paying off through strong cattle prices and exceptional beef demand. The quality and safety of U.S. beef has never been better.

None of this happened by accident.

The leaders of this industry made deliberate decisions to improve genetics, nutrition, animal health, and management. Producers adopted technologies and production practices to produce more efficiently, use resources more effectively, and deliver a more consistent product. We see the results in the marketplace. The clearest measure of our success is historic consumer demand despite high prices. Americans are paying more for nearly everything, yet they continue to choose beef. That shows us consumers value the nutrition, quality, and eating experience beef provides.

Our industry has learned that quality drives demand.

Strong markets create opportunity, but they should also create perspective. Cattle markets, weather, input costs, animal health threats, and global markets all shift. Conditions that look favorable today can change quickly. The question is not how long strong prices will last but what we do with this opportunity while we have it.

This is the time to strengthen operations, improve balance sheets, invest, and prepare for the next shift in the market cycle. The fundamentals that brought us here have not changed. Quality, efficiency, animal health, and sound business management all matter. Above all, the consumer matters. Our future depends on consumers continuing to believe beef is worth buying, and today they clearly do.

We must continue delivering the safety, quality, consistency, and value that consumers expect every time they purchase beef. We also must understand that expectations extend beyond the product in the package. Consumers want confidence in how their food is produced. They care about food safety and animal well being. They want to understand who raises their food and how it reaches their table.

Cattle producers have a strong story to tell.

Every day on farms, ranches, and feedyards across America, producers care for livestock, manage natural resources, and provide safe, nutritious protein
for families. Our job is to ensure consumers understand our commitment behind every pound of beef.

We also cannot ignore the impact of public policy, which can impact profitability. The past year has demonstrated how quickly decisions made in Washington, D.C., can influence markets, disrupt business planning, and create uncertainty across the cattle and beef supply chain.

That is why cattle producers need a strong and consistent voice. NCBA is that voice.

NCBA fights for policies that protect producer profitability, expand market access, and support growth of the U.S. cattle industry. Administrations will change. Political priorities will change. Our mission will not. We will continue working to ensure cattle producers have the freedom and opportunity to succeed.

The next decade will be consequential for our industry.

Technology will transform how we manage cattle and operate. Genetic advancements will drive productivity and carcass quality. Animal disease preparedness will become increasingly critical, while weather and resources will continue influencing production decisions. At the same time, there's an opportunity with the growing global demand for high quality protein. Capturing those opportunities requires discipline, strategic investment, and a long



term perspective.

Profitable years provide the best opportunity to prepare for the future. History shows that producers focused on sound business fundamentals are better positioned to withstand inevitable challenges when conditions change.

The industry's strength today is a direct result of the people who built it.

American beef has earned a global reputation for safety, consistency, and quality. Consumers continue to choose our product, and producers are seeing returns that reflect years of hard work, investment, and risk. Those accomplishments are worth celebrating, but they should never be taken for granted.

Success is not permanent. Markets will fluctuate. Policy challenges will arise. Unexpected events will test us. Yet those same periods of change often create opportunities for producers willing to adapt.

Resilience is a defining characteristic of the cattle business. Time and again, producers have overcome challenges and moved the industry forward. Continued success will depend on our ability to produce a superior product, create value for consumers, and build operations that can thrive in any environment.

The foundation is strong, built through hard work, innovation and a relentless commitment to improvement. Now we build on it. If we remain focused on quality, profitability and the consumer, the future of the U.S. cattle industry is exceptionally bright. The best days are still ahead.

NCBA National Cattlemen's Beef Association NEWS

Nominations Accepted for 2027 Environmental Stewardship Award. ***Prestigious Award Program Recognizes Stewardship Efforts of Cattle Producers.*** The National Cattlemen's Beef Association (NCBA) is accepting nominations for the 2027 Environmental Stewardship Awards. Established in 1991, the Environmental Stewardship Award Program (ESAP) annually recognizes outstanding stewardship practices and conservation achievements of cattle producers across the country.

"Cattle producers across the country work tirelessly to steward the land for the next generation," said NCBA President Gene Copenhaver. "This program celebrates their conservation efforts and shares their success stories."

Any individual, group, or organization is eligible to nominate one individual or business raising or feeding cattle. While individuals and families may not nominate themselves, they should be involved in the preparation of the application. Past nominees are encouraged to resubmit applications. However, previous winners may not reapply.

Along with a typed application, one nomination letter and three letters of recommendation highlighting the nominee's leadership in conservation are required. The application deadline is February 15, 2027. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization.

Award winners are selected by a committee of representatives from universities, cattle production, and conservation organizations, as well as federal and state agencies. Judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the viability of the business. Regional winners will be recognized in summer 2027, and the national winner will be announced during CattleCon 2028 in New Orleans, La., in February 2028.

The Environmental Stewardship Award Program is an initiative of the National Cattlemen's Beef Association and the National Cattlemen's Foundation and is made possible with generous support from Corteva Agriscience and the U.S. Fish and Wildlife Service. For more information and to download the nomination packet, visit www.environmentalstewardship.org.

Cattle Producers Welcome Increased Market Transparency. Secretary of Agriculture, Brooke Rollins recently announced important updates to the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service's (AMS) Livestock Mandatory Reporting (LMR) cash cattle reports. These updates serve as an important step in supporting the U.S. cattle industry and addressing ongoing confidentiality challenges in negotiated cattle trade reporting. NCBA appreciates the efforts of Secretary Rollins and USDA to increase the amount of data that is publicly reported while maintaining confidentiality requirements. This announcement helps improve transparency and provide more market information to cattle producers.

About the National Cattlemen's Beef Association. *NCBA has represented America's cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 866-BEEF-USA or membership@beef.org.*

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Senator James D. Speed Achievement Scholarship

The Senator James D. Speed Achievement Scholarship is presented to a deserving junior beef exhibitor, age 14–18 years old, in the junior market steer and/or junior beef heifer competition. The scholarship continues the legacy that Senator Speed created as a 32 year member of the N.C. State Legislature and through his commitment and dedication to agricultural interests. One of his significant contributions to agriculture was his long term support of providing working agricultural lands with "Present Use Value." Farm land would not be able to be productive and owned today by many farm families across North Carolina without the "Present Use Value Taxation" program.

To honor his memory, the Franklin County Cattlemen's Association established an academic scholarship, valued at $1,000, for an outstanding achiever in the junior beef program. The scholarship is funded through an endowment in the N.C. Agricultural Foundation. The scholarship committee has been able to increase the amount of the scholarship awarded to $1,500 in recent years. However, due to the competitiveness of the outstanding applications this year, the committee is now presenting two scholarships at a total combined amount of $3,000. The achievement scholars selected for 2026 demonstrate strong leadership skills, integrity, good sportsmanship, achievement of goals, and strong advocacy for today's agricultural industry. The scholars were selected by a committee of Franklin County cattle producers and announced at the 2026 N.C. State Fair Sale of Champions.

The Senator James D. Speed Achievement Scholarships will be awarded during the scholar's freshman year and will be made payable to the scholar's selected institution of higher education on behalf of the named scholar.

Other financial support this year was given by Ingrid Volk of Hill & Dale Farms, the Leonard-Mobley Small Farm Fund with tremendous regional support for the annual local farm-to-fork fundraiser "Dinner in the Meadow," and the N.C. Small Farm Association, all based in Franklin County.

This year's winners are Nate Bowman, 18-year-old son of Neil and April Bowman of Stokes County, and Annah Claire Sullivan, 17-year-old daughter of Scott and Katie Sullivan of Wilson County. Please congratulate these two outstanding young cattle showmen who represent livestock agriculture well, with winning this prestigious statewide award.

This award is presented on behalf of the family by Senator Speed's son, Mark, along with N.C. 23rd District Senator Jonah Garson, and N.C. Small Farm Association President Joe Nusser.



From left to right – Joe Nusser, Annah Claire Sullivan, Nate Bowman, Mark Speed, and N.C. Senator Jonah Garson.

Grasslands Partnership

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Free registration

12–1:00 p.m. EST





Future Proofing the Commercial Cow/Calf Herd. *Experts agree that strategic heifer selection and herd health programs must work together for long term success.* Buy the right bull, pick the best looking heifers to keep back as replacements, and sell the rest of the calves. That's how most commercial cow/calf producers have continued to improve their herds with each new generation. But is this proven practice going to continue working in a rapidly shifting industry?

"The fundamentals of the beef industry are changing quickly, and it's unlikely we'll ever get back to the herd inventory that we saw ten years ago," says Lane Giess, Ph.D., Zoetis beef genetics technical services. "We have more data and tools available to us today than ever before, and as the industry continues to evolve, using this information to choose the right replacement females is going to become even more critical."

Dan Tracy, DVM, Zoetis beef technical services, couldn't agree more. He challenges all producers to look for ways to maximize efficiency and sustainability to help future proof the cow/calf herd.

"We're at a crossroads in the cattle industry, and there is a large opportunity currently presented to the commercial cow/calf producer, especially when it comes to replacement heifer selection and management," Tracy says.

Using Genomics to Identify Heifers with Long Term Potential – Rather than choosing replacements primarily because they are older, larger, or visually appealing, genomic tools can help identify females with genetics that better fit an operation's goals. With dependable genetic insights, cattle producers can complement their intuition and add an extra layer of confidence when making selection, breeding, and marketing decisions.

"The traditional emphasis on calving ease, birth weights, and weaning weights is only part of the equation to long term performance and sustainability," Giess says. "As we shift to producing more beef with even fewer resources, we may have to place greater emphasis on selecting for cattle health and adaptability as well."

Genetics platforms such as INHERIT Select help remove any environmental or color biases and truly focus on the genetic potential of each animal to help producers optimize based on production goals. The Zoetis Cow/Calf (ZCC) Index, for example, evaluates and ranks females for predicted genetic differences in net returns during the cow/calf phase of production — including sustained reproductive performance and cow costs, to improving the sale weight of weaned calves.

"My best recommendation is to use economic selection indexes and couple them with the traits that matter most to you and your production system," Giess says.

Protecting the Genetic Investment with a Strong Health Program – More strategic genetic selection provides the opportunity for incremental improvement over generations, but good herd management is essential for those genetics to be expressed. Vaccination programs, solid biosecurity, disease diagnostics, and herd surveillance should all be part of the replacement heifer conversation as well.

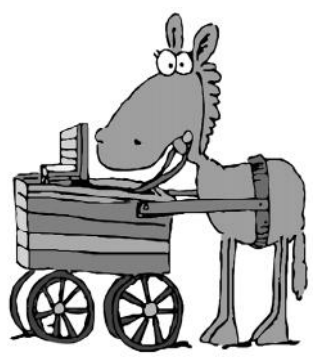
"We spend a lot of time and money selecting the perfect sire to produce the best possible crop of replacement animals," says Tracy. "But an underlying disease condition can sabotage your best efforts before you ever really get started."

That's why he recommends working closely with your local herd veterinarian to better understand potential disease risks and develop a vaccination program that protects the cow and her future calf.

"A farm veterinarian relationship is paramount because they know the potential risks in your area, they know your herd, and they will be able to help you create a plan to safeguard that long term replacement heifer investment that you're making," he says.

For more information on genetic testing tools from Zoetis, visit BeefGenetics.com.

About Zoetis. *As the world's leading animal health company, Zoetis is driven by a singular purpose — to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide — from veterinarians and pet owners to livestock producers. The company's leading portfolio and pipeline of medicines, vaccines, diagnostics, and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of $9.3 billion in 2024 with approximately 13,800 employees. For more information, visit www.zoetis.com.*



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Module 1: Soil Basics
Module 2: Soil Fertility and Heath
Module 3: Forage Basics
Module 4: Grazing Practices
Module 5: Livestock Selection
Module 6: Livestock handling/management
Module 7: Poultry Handling
Module 8: Fencing
Module 9: Equipment and Tools
Module 10: Farm Safety
Module 11: NRCS Programs
Module 12: Agribusiness and Marketing



Enrollment Dates

Through November 30
February 15 - May 15
May 16 - August 15

*Registration is now open throughout above timeframes, please plan to complete course by the end date

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Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, religion, national origin, disability, political beliefs, sex, marital or family status and is an equal opportunity employer.

For more information contact: Maggie Miller (mmille6@clemson.edu) or Morgan Clark (mfc2@clemson.edu)

GALLAGHER NEWS™

Gallagher eShepherd Unveils World's First Moving Fence. Gallagher eShepherd is putting precision grazing in motion with our Moving Fence technology, a world first capability that continuously advances a virtual fenceline to release fresh pasture at a pace set by the farmer.

Unlike conventional break fencing, which gives cattle a new allocation of pasture in a single shift, the patent pending Moving Fence technology creates a steadily advancing feed front. It opens new opportunities to improve pasture utilization, support animal performance, and manage grazing in wet conditions.

"Moving Fence takes virtual fencing to the next level, beyond automated break-feeding to precision pasture management," says Sarah Adams, General Manager Strategy and New Ventures at Gallagher.

Designed for rotational, strip grazing and regenerative systems, farmers set the distance, duration and speed, and the virtual fenceline advances automatically throughout the day and night. An optional trailing back fence keeps cattle off already grazed pasture, helping protect regrowth and reduce pugging.

"It's like a slow moving pasture conveyor, continuously bringing fresh feed into reach rather than delivering it in separate blocks," Adams says.

"By giving cattle a steady supply of fresh pasture, rather than larger amounts at intervals, we can use pasture more efficiently and support improved weight gains."

For Kent Rochester, who raises yearling cattle on grass near Albany in West Australia, the benefits of Moving Fence are immediately apparent.

"It's early days for us with Moving Fence, but I see a fair bit of upside already. It is the only true way we can work towards zero grass wastage."

"We are in spring flush here at the moment, and the grazing residuals have gotten away from us a bit. The cattle just end up lying on that grass. With Moving Fence we can control that better and really look to maximize the feed we have got when we've got it."

Adams says Moving Fence has particular potential in wet weather grazing, with the backing fence keeping cattle off already grazed ground to reduce pugging and help pasture regrowth.

"A steadier supply of fresh pasture could also help keep cattle more settled, particularly bulls, by reducing hunger related restlessness and competition around feed allocations. Consistent access to adequate feed is also important in cold conditions, when cattle need more energy to keep warm."

Adams says farmers still decide how much pasture their animals need, how quickly the feed front advances, and the residual they want to leave. Moving Fence gives them a more precise way to put those decisions into practice.

Through a simple over-the-air system update, Moving Fence works with existing Gallagher eShepherd neckbands, paddock maps, and the app, with no additional hardware or infrastructure required.

That flexibility is central to how Gallagher eShepherd is designed to evolve over time.

"eShepherd started life at the CSIRO and was built for purpose from day one. Our approach is to continually evolve the intelligence inside the neckband, providing more value from the investment through regular over-the-air updates that add new capabilities and options for farmers," Adams says.

The next step is eShepherd Pasture, planned to enter beta trials in November 2026. It will provide automatically updated pasture insights within the Gallagher eShepherd app, connecting pasture information more closely with grazing decisions.

"Effective automation depends on timely, farm specific information. Our vision is to connect pasture insight with grazing action, giving farmers better information and more control," Adams says.

About Gallagher Animal Management. *Founded in 1938, Gallagher is now known and respected in over 100 countries as a family owned business built on customer led innovation. From the electric fence to the cloud, Gallagher's connected and customisable ecosystem of solutions empower our customers to work responsibly, productively, and profitably to protect what matters most.*

We lead the market in electric fencing, weighing and electronic identification (EID), data collection, and wireless water monitoring systems. For more information, visit https://am.gallagher.com/en-US.



State Fair Livestock Champions Gain More Than Banners from the Show Ring. The winner's circle. The handshake. The champion's slap. These are the ultimate goals of every young livestock exhibitor, and state fairs are often the culmination of long hours spent feeding, washing, brushing, and exercising an animal to earn the coveted title of grand champion. But long after the dust has settled, the banners have faded, and the trophies have tarnished, lessons learned, memories made, and friendships formed will remain.

We often use livestock to teach young people about work ethic and animal husbandry, but these animals do much more. They help form lifelong connections. Youth livestock projects teach us to work with a variety of personalities, and they lead us to venues where we can create lasting friendships.

From Shy and Timid to Repeat Supreme – "My favorite thing about showing livestock is the friendships I have made and networking with others in the livestock industry," said Cealy Bedwell of Holt, Missouri. "I've formed some of my favorite friendships from showing cattle — some of the people will probably be in my wedding party."

The 15-year-old freshman recently showed the supreme champion female at the 2026 Missouri State Fair, the second time she has won the title since 2023. This year was a little sweeter, as her heifer was a bred-and-owned Angus heifer, Milli. Additionally, this same Angus heifer claimed the Supreme Heifer title in the same location — Sedalia — earlier in the show season at the Missouri Cattlemen's Association All-Breeds Junior Show.

"It was really cool to win with a bred-and-owned heifer. This cow family has done a lot for our family and me," Bedwell said, proclaiming that the National Junior Angus Show is one of her favorite two shows, along with the Cattlemen's Congress.

Bedwell admits she was pretty timid when she initially started showing in 2020. However, she appreciates what the livestock industry has done for her to boost her confidence and interpersonal skills. She is a member of Missouri's Champion Livestock Judging Team and is working out to compete in Louisville at the North American in November. She plans to compete on livestock judging teams in junior and senior college. Her advice to others:



BIOZYME® INCORPORATED NEWS

"Always be yourself. Be confident and make new friends."

Keeping it in the Family – For Harper Tolle, capturing the grand champion market lamb title at the Colorado State Fair with her lamb "Gotti" is just one step toward a larger goal. It was also something special to share with her sister.

"I was excited, especially since my sister won last year, and they award a traveling trophy to the grand champion lamb. There was one space left for this year's winner, and I am so excited to have my name next to hers on that traveling trophy," Tolle said.

Tolle, an eighth grader at Highland Middle School in Ault, Colo., loves bringing in new lambs, learning their personalities, and seeing whether a lamb will be easy to work with and show, like Gotti. She also thoroughly enjoys the connections she makes.

"I also love meeting people and making friends with people all around the country, even though we might only see each other at sales and shows," she said.

In addition to her time spent in the barn, Tolle competes in cross country, volleyball, basketball, and track. Her goals include winning a national sheep show and making it to state in the sports she plays. She credits her parents, sister, and oldest brother, along with various breeders, for helping her succeed, and encourages others to find their mentors.

"Hard work and consistency are the most important part (of showing livestock)," Tolle said. "Find people who are honest with you and who will help you."

A Year of Firsts – Ike Heckman of Hennepin, Ill., has shown gilts for several years. However, this year, he showed a barrow at the Illinois State Fair. Not only did his barrow, Noah, capture grand champion crossbred, but he also captured the grand champion market hog banner for the first year barrow exhibitor.

"I was pumped after I won the crossbreds and happily surprised when I won the whole thing," said the 11-year-old. "We thought we had some nice pigs, but we had no expectations."

Heckman enjoys the feeling of knowing his and his family's hard work has paid off after a win. He also loves the camaraderie — something that Illinois State Fair winners get to grow as all champions stay an extra week in the "Hall of Champions."

"I like being with my friends. I got to hang out with the other kids in the Hall of Champions, we sampled fair food, and I met the governor (at the premium sale)," Heckman said.

He offers sound advice for first time pig exhibitors.

"You only get one shot to make a good first impression. Come out of the gate strong," he said.

Prep to Win – Three state fairs. Three species. Three young people with great recommendations who all enjoy making and spending time with friends. What is their connection? They all use Sure Champ, a line of show livestock supplements designed to support animal health and well being inside and outside of the ring.

Heckman starts his show pigs on Sure Champ Liquid Boost two days before they leave for a show and keeps them on the orange, sweet liquid for the duration of the show. Designed for all species and powered by AO-Biotics Amaferm, this product can be added to water, top dressed on feed, or drenched to animals. It supports the animal's digestive and immune system.

"Liquid Boost keeps my pigs drinking and on feed at shows," he said.

Tolle also gives her lambs Liquid Boost, along with two Sure Champ gels — Climate Control, to support digestive health and recovery during heat, and Clench, which supports normal digestive function during occasional diarrhea/scours. The gels are also designed for all species.

"Clench was especially important when one lamb had the poops! The Liquid Boost and Climate Control help their stomachs hold up better," she said.

Bedwell appreciates Sure Champ Cattle for its protein, vitamin, and mineral content, plus Amaferm, to keep her cattle healthy and their digestive systems functioning.

"We give the Sure Champ Cattle pellet every feeding, and it helps them stay on feed even when they are stressed," Bedwell said.

Thanks to the Bedwell, Heckman, and Tolle families and numerous others who trust Sure Champ to help them get to the backdrop. We appreciate the confidence in the products.

About BioZyme Inc. *With a continued commitment to excellence, the BioZyme Stockyards location earned the American Feed Industry Association (AFIA) and Feedstuffs 2024 Feed Facility of the Year honor. BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, health, and microbiology. With a continued commitment to research, BioZyme offers a complete line of feed additives and high density, highly available vitamin, mineral, trace mineral, and protein supplements for a variety of animals, including cattle, pigs, poultry, sheep, goats, horses, and dogs. BioZyme brands include AO-Biotics, VitaFerm, Gain Smart, Sure Champ, Vitalize, DuraFerm, and Backyard Boost. With headquarters in St. Joseph, Mo., the company reaches a global market of customers that stretches into countries across five continents. For more information about BioZyme, visit www.biozymeinc.com.*







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USDA Increases Investment in Regenerative Pilot Program. ***Program Delivery and Accountability Will Be Strengthened.*** The U.S. Department of Agriculture (USDA) announced increased financial assistance for the Regenerative Pilot Program from $700 million to $1 billion in fiscal year 2027, providing more producers with the opportunity to adopt conservation systems that improve soil health, water quality, and long term farm resilience. Producers can now apply for assistance with regenerative practices.

Additionally, USDA's Natural Resources Conservation Service (NRCS) is making improvements to the program, including using NRCS's locally led conservation model to allow State Technical Advisory Committees to add conservation practices that reflect local resource concerns, production systems, and producer needs.

"The American farmers have spoken, and we at USDA are responding! Our Regenerative Pilot Program has seen such tremendous enthusiasm that we are now expanding the financial assistance offered to farmers by $1 billion dollars," said Secretary of Agriculture Brooke L. Rollins. "American farmers are the frontlines of our fight to make America healthy again, and we will work with them to achieve this goal."

"Farmers are on the front line of our effort to Make America Healthy Again," said Health and Human Services Secretary Robert F. Kennedy, Jr. "Under Secretary Rollins's leadership, USDA is increasing funding for this program to $1 billion to help farmers build soil health, reduce dependence on costly chemical inputs, and adopt regenerative practices."

"Last fiscal year, NRCS obligated more than 5,100 contracts for more than $851 million to implement whole farm conservation practices for regenerative agriculture. Through this program, farmers and ranchers continue to make improvements to soil health, water management, and natural vitality and provide consumers with American grown whole foods," said NRCS Chief Colton L. Buckley. "We are building on this success by improving flexibility without sacrificing outcomes and strengthening delivery and accountability."

USDA NEWS

Also, for fiscal year 2027, the program maintains whole farm planning while reducing the barrier to entry by lowering the resource concern threshold from 100 percent to 75 percent for the Conservation Stewardship Program. This improves flexibility without sacrificing outcomes. The program preserves the core conservation goals and outcome based approach of the fiscal 2026 pilot while giving producers and staff greater flexibility in how outcomes are measured and achieved. The program also provides multiple monitoring and evaluation options tailored to cropland, grazing lands, and forestry operations.

Other enhancements for fiscal year 2027 include dedicated funding set asides, improved tracking mechanisms, expanded technical support networks, and enhanced communications that will make the program easier to administer, easier to access, and more transparent for producers and taxpayers alike.

About the Regenerative Pilot Program – The Regenerative Pilot Program delivers a streamlined, outcome-based conservation



model — empowering producers to plan and implement whole-farm regenerative practices through a single application. The initiative highlights USDA's commitment to putting Farmers First and advancing the Make America Healthy Again (MAHA) agenda by building a healthier, more resilient food system.

In fiscal year 2027, the Regenerative Pilot Program will continue to focus on whole farm planning that addresses every major resource concern — soil, water, and natural vitality— under a single conservation framework. USDA is dedicating $650 million through the Environmental Quality Incentives Program (EQIP) and $350 million through the Conservation Stewardship Program (CSP) to fund this second year of regenerative agriculture projects.

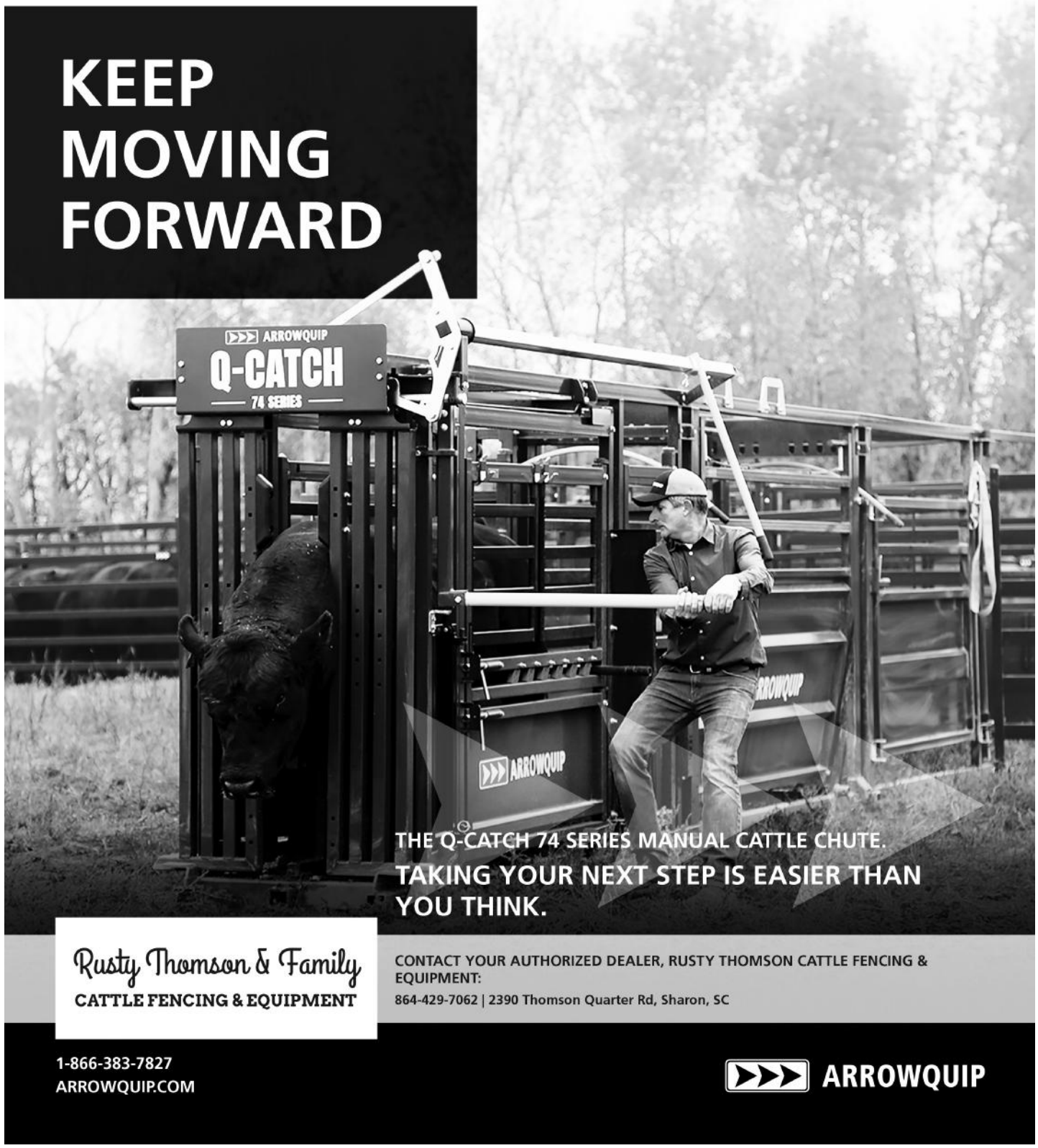
Producers can bundle multiple regenerative practices into one application, streamlining the process and increasing flexibility for operations. The program is designed for both beginning and advanced producers, ensuring availability for all farmers ready to take the next step in regenerative agriculture.

How to Apply – Farmers and ranchers interested in regenerative agriculture are encouraged to apply through their local NRCS Service Center by their state's ranking dates for fiscal year 2027 funding consideration. Applications for both EQIP and CSP can be submitted under the single regenerative application process.

For more than 90 years, NRCS has helped farmers, ranchers, and forestland owners make investments in their operations and local communities to improve the quality of our air, water, soil, and wildlife habitat. NRCS uses the latest science and technology to help keep working lands working, boost agricultural economies, and increase the competitiveness of American agriculture. NRCS provides one-on-one, technical advice and financial assistance and works with producers to help them reach their goals through voluntary, incentive based conservation programs. For more information, visit nrcs.usda.gov.

USDA Announces $1.8 Billion in 2026 Conservation Program Payments. USDA recently announced it is issuing approximately $1.8 billion in Conservation Reserve Program (CRP) payments to agricultural producers and landowners for their participation in key conservation programs for 2026. These payments include Grassland CRP payments that play an important role in the Trump

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USDA News *continued from the previous page*

Administration's Ranchers First Initiative, announced by Secretary Rollins, that includes sweeping actions focused on rebuilding the Great American Cattle Herd and putting America's ranchers back at the center of our nation's food supply.

This year, USDA's Farm Service Agency (FSA) accepted offers on nearly one million new acres of Grassland CRP, providing ranchers with rental payments and cost share assistance to maintain rangeland and pastureland as grazing areas. After 2026 enrollment, Grassland CRP acreage is anticipated to account for more than 40 percent of all CRP enrolled acres.

"Under the Trump administration we have committed to putting American farmers and ranchers first. As we continue to work to rebuild the American cattle herd, this announcement will help continue this effort by protecting nearly one million acres of grazing land for our ranchers," said Secretary Rollins. "This change will encourage greater growth of our cattle industry while preserving our nation's natural resources."

"These conservation payments play a key role in helping landowners preserve and protect natural resources while also promoting working lands conservation," said Under Secretary for Farm Production and Conservation Richard Fordyce. "Enrollment in our conservation programs has been a highly competitive process. These payments support landowners with an interest in voluntary land stewardship, helping them drive conservation efforts on their land to keep their operations moving forward while protecting our nation's natural resources and supporting rural communities across the country."

Conservation Payments – The $1.8 billion in annual rental payments are being made to agricultural producers and private landowners through the Conservation Reserve Program (CRP) and Grassland CRP. These annual rental payments are made to eligible farmers and ranchers who establish long term, resource conserving vegetative covers. Additionally, annual rental payments provide a steady income stream for participants, helping to stabilize farm income.

CRP helps reduce soil erosion, improve water quality, and increase wildlife habitat, contributing to the overall health of ecosystems. Grassland CRP is a working lands conservation program that enables participants to conserve grasslands while also continuing most grazing and haying practices.

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This series will focus on bringing it back to the basics of cattle production, perfect for new producers just starting out and long time producers looking for further education.

There will be two live virtual sessions and multiple resources to choose from and explore at your own pace.

Please contact Cumberland County Livestock Agent, Reagan Bustabad, reagan_bustabad@ncsu.edu with any questions!

Registration Link

https://go.ncsu.edu/beefbacktobasicsregistration

The first live session will be held on

Tuesday, Dec 1, 2026 at 7:00 pm

Please use the link or QR code to register by Sunday, Nov 29, 2026



N.C. Cooperative Extension is an equal opportunity provider
Reasonable accommodations for people with disabilities or limited English proficiency are available upon request. Please direct accommodation requests to: Liz Joseph, liz_joseph@ncsu.edu. Requests can be served more effectively if notice is provided at least 10 days before the event.

For fiscal year 2027, a total of 26.8 million acres will be enrolled in CRP after FSA accepts offers on 2.2 million acres through Grassland, General, and Continuous CRP signups for 2026.

The following states rank in the top five for CRP payments for 2026: Iowa, Illinois, Minnesota, South Dakota, and Missouri.

More Information – For more information on conservation programs, producers and landowners can visit fsa.usda.gov/crp or contact their local FSA county office.

Rollins Urges Federal Land Ranchers to Put June Grazing Directive to Work. Secretary Rollins sent a letter to all livestock ranchers holding grazing permits on U.S. Forest Service allotments, outlining the Department's June 12 Grazing Directive and inviting producers to put it to work on their allotments.

The letter builds on the October 20, 2025, USDA Plan to Fortify the American Beef Industry and the March 31 Advancing Grazing on Forest Service and BLM Lands Memorandum of Understanding signed by Secretary Rollins and Secretary of the Interior Doug Burgum. Together with the Grazing Directive issued by Secretary Rollins and Under Secretary for Natural Resources and Environment Michael Boren, the three documents describe Administration policy to streamline and expand livestock grazing on federal lands, elevate grazing as a priority, and strengthen support for America's ranchers within the framework of existing law and regulations.

"You embody the ethos of our nation's founding 250 years ago," said Secretary Rollins. "For the past 19 months, USDA has worked tirelessly to defend and promote our nation's ranchers and give you the tools to help rebuild our Great American Cattle Herd. I encourage you to familiarize yourself with the Grazing Directive as we work together to accomplish shared goals on your respective allotments."

Background – The U.S. Forest Service and the Bureau of Land Management administer approximately 240 million acres of rangelands across 28 states, supporting more than 23,000 permittees and lessees. Secretary Rollins noted that restoring the nation's beef and sheep herds will, by necessity, include both Forest Service and BLM lands.

The June Grazing Directive directs the Forest Service, consistent with applicable law and regulation, to:

- Take appropriate measures to restore at least 500,000 head months across National Forest System lands within two years;
- Implement a policy of no net loss of Animal Unit Months within allotments;
- Make vacant and closed allotments available for grazing;
- Improve wildfire planning, coordination, and recovery, including the use of virtual fencing;
- Improve National Environmental Policy Act efficiencies; and
- Improve coordination and build positive relationships with ranchers.

The letter also points to the new USDA Ranchers First webpage at www.usda.gov/ranchers-first, which details actions taken under the Trump Administration to support grazing, processing, and the long term strength of the American cattle herd.

Producers who believe they have been subjected to agricultural lawfare may submit information through the Farmer and Rancher Freedom Framework at www.usda.gov/lawfare. Grazing-specific concerns may be sent to grazing@usda.gov.

Following President Trump's Executive Order, USDA Urges States to Review Wolf Management Policies and Strengthen Engagement with Ranchers. Secretary Rollins recently urged state partners to review their wolf management policies, strengthen engagement with livestock producers, and work with USDA to address wolf predation. This outreach follows President Trump's Executive Order 14425, titled "Supporting America's Ranchers," and builds on the Trump Administration's commitment to give producers the tools they need to protect their herds and livelihoods.

"For too long, America's ranchers have dealt with wolves threatening and killing their livestock, their livelihoods, and the family operations they have spent generations building," said Secretary Rollins. "As ranchers await federal clarity on this issue, I am urging states to listen to their producers, review state specific wolf protections, and work with USDA wherever possible to protect livestock, including through lethal removal when requested by the appropriate authorities and authorized by law. The most pro-rancher Administration in history will continue standing with our ranchers and working to rebuild the Great American Cattle Herd.

"American ranchers have been forced to deal with apex predators devastating livestock for far too long despite these protected species exceeding recovery goals long ago," said Representative Hageman. "Those who work around the clock to keep our shelves stocked and neighbors fed deserve to be fairly compensated for losses from D.C. protected predators like the grey and Mexican wolf. I am pleased to see President Trump and Secretary Rollins taking steps to relieve our ranchers of unnecessary predators on their lands and deliver due compensation when losses happen."

USDA is encouraging states to engage directly with ranchers and raise awareness of how to report suspected predation to the appropriate state agencies or the U.S. Fish and Wildlife Service

***USDA News** continued on the next page*



USDA News *continued from the previous page*

(USFWS). USDA's Animal and Plant Health Inspection Service (APHIS) Wildlife Services provides wolf damage management assistance at the request of the appropriate state agencies or the U.S. Fish and Wildlife Service (USFWS). Requests for lethal removal must come from those authorities and be supported by the requisite agreements, environmental analyses, and compliance with state and federal law. APHIS currently supports state and federal partners through more than 40 agreements.

Wolf predation can increase producers' costs through livestock losses, management expenses, and reduced livestock weights. Under the Working Families Tax Cuts Act, USDA's Farm Service Agency increased Livestock Indemnity Program (LIP) payment rates for

Alltech® NEWS

Alltech ONE Conference Registration Now Open. ***Eleven immersive tracks will explore AI, sustainability, food security, business innovation, the future of agriculture, and more.*** Registration is now open for the Alltech ONE Conference (ONE), which brings together global thought leaders and changemakers for an immersive exploration of science, sustainability, and storytelling, and of the bold ideas shaping the future of agriculture. The conference regularly attracts an international audience, with past participants representing more than 90 countries. Building on more than 40 years of bringing together the agri-food industry, ONE returns home to Lexington, Ken., on May 24–26, 2027.

In addition to its mainstage program, the Alltech ONE Conference will feature 11 immersive content tracks covering aquaculture, beef, crop science, dairy, equine, pet, pork, poultry, food systems, business and talent, and Africa. Through expert led sessions, dynamic panel discussions, and real world case studies, attendees will explore the innovations, technologies, and ideas that are transforming the future of agriculture and food production.

Across the conference program, attendees will learn about the trends shaping the future, from artificial intelligence and emerging technologies to sustainability, food security, global market dynamics, and workforce transformation. Sessions will highlight innovative approaches to improving productivity, advancing animal and crop performance, strengthening business resilience, and meeting the growing demand for nutritious, sustainable food around the world.

"The most important breakthroughs begin with conversations and connections," said Dr. Mark Lyons, president and CEO of Alltech. "The Alltech ONE Conference creates a unique environment where scientists, food producers, entrepreneurs, business leaders, and storytellers come together to explore the ideas that will define the future. From artificial intelligence and biodiversity to food security and global market trends, our goal is to create an environment where new thinking, inspiration, and dialogue help attendees turn insight into action."

Beyond the conference sessions, ONE will offer attendees a vibrant event experience designed to foster connection, conversation, and community. Attendees can enjoy evening gatherings throughout the conference, including a music and food festival at Lexington Brewing & Distilling Co. Following the conference, there will be expanded opportunities to explore the region through specialized post conference tours.

Early bird registration is available for a limited time. Those who register now can access the lowest conference rates and be among the first to experience the keynotes, immersive tracks, networking opportunities, and transformative discussions that define the Alltech ONE Conference.

To register or for more information, visit one.alltech.com.

About Alltech. *Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of animals and plants, resulting in better nutrition for all and a decreased environmental impact.*

We are a global leader in the agriculture industry. Our team produces specialty ingredients, premix, supplements, feed and biologicals, backed by science and an unparalleled platform of services.

Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens. As a private, family owned company, we adapt quickly to our customers' needs and focus on advanced innovation.

We believe agriculture has the greatest potential to shape the future of our planet. Our more than 5,000 talented team members worldwide share our purpose of Working Together for a Planet of Plenty. Together, we can provide nutrition for all, revitalize local economies and replenish the planet's natural resources.

Headquartered just outside of Lexington, Ken., Alltech serves customers in more than 140 countries, has five bioscience centers, and operates more than 75 manufacturing facilities across the globe. For more information, visit alltech.com.

qualifying predation losses to 100 percent of the determined market value. Eligible producers who lose livestock to qualifying wolf attacks should contact their local Farm Service Agency office for eligibility and application information.

For more information, please visit www.usda.gov/form/ranchers-first.

Trump Administration Announces $8 Billion Harvest Fuel Relief Program. President Trump, alongside Secretary Rollins, announced that USDA will make $8 billion available for one time payments to American farmers this harvest season to provide relief during temporary market disruptions and increased input costs.

"President Trump is the most pro-farmer president of my lifetime, and he is continuing to put Farmers First every day," said Secretary Rollins. "I am proud to announce alongside President Trump more targeted relief is coming to our farmers through the Harvest Fuel Relief program. This $8 billion investment will help bring certainty to our farmers during this harvest so they can continue to feed our nation."

Similar to the Farmer Bridge Assistance (FBA) program, the Harvest Fuel Relief (HFR) program will provide simple, proportional support to producers using a uniform formula to cover a portion of modeled losses during the 2026 crop year. This national loss average will be based on FSA reported planted acres, Economic Research Service cost of production estimates, and World Agricultural Supply and Demand Estimates yields and prices.

The $8 billion in payments provided through the Harvest Fuel Relief program are authorized under the Commodity Credit Corporation (CCC) Charter Act and will be administered by the Farm Service Agency (FSA).

Commodity specific payment rates for Title I commodities will be released in November. Payment methodology for other eligible commodities will be announced at a later date. Crop insurance linkage will not be required for participation in the Harvest Fuel Relief program; however, USDA strongly urges producers to take advantage of the enhanced risk management tools included in the Working Families Tax Cuts Act to best protect against price risk and volatility in the future.

Producers of non-Title I commodities, including specialty crop growers and fishermen, are encouraged to provide data related to increased fuel costs to HarvestFuel@usda.gov for USDA's consideration when determining payment rates.

Eligible producers are encouraged to create a Login.gov account in advance of the application period announcement. Pre-filled applications will be available online to producers with a Login.gov account linked to USDA.

***USDA News** continued on the next page*

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USDA News *continued from the previous page*

The Harvest Fuel Relief program builds upon the Trump administration's unprecedented support for America's farmers. Earlier this year, the Farmer Bridge Assistance program delivered $12 billion in one time bridge payments over 560,000 farmers across the country. Nearly $14 billion in gross payments were recently provided to producers through the Agriculture Risk Coverage (ARC) and Price Loss Coverage (PLC) programs through the Working Families Tax Cuts Act — an approximate $8 billion increase over what farmers would have received without the historic bill.

Following President Trump's Executive Orders, USDA Updates its Cash Cattle Market Reports to Advance Transparency. Secretary Rollins recently announced an update to the USDA-AMS Livestock Mandatory Reporting (LMR) cash cattle reports as part of the Department's broader effort to implement two of President Trump's Executive Orders on "Supporting American Ranchers" and "Promoting Fair Competition in Livestock Markets and Expanding Market Access for American Meat Producers" to bring greater transparency to cattle market cash reporting.

"President Trump tasked our agency with bringing clarity and consistency to cattle markets and protecting rancher viability, and today's action is one of several steps we are taking to deliver on that promise," said Secretary Rollins. "Maintaining reliable and transparent price information is critical to a well functioning cattle market. We are making these changes to address those challenges and make the best use possible of the market information that AMS gathers."

Negotiated cash cattle trade has declined significantly as cattle industry procurement practices have shifted toward formula-based purchasing methods. Cash purchases accounted for more than 50 percent of transactions in 2005 but fell to less than 18 percent in 2025. Because cash purchases serve as the basis for many formula transactions, the decline in negotiated trade has reduced the number of reportable transactions and created confidentiality challenges that can limit the usefulness of existing price reports. This update supports USDA's cattle and beef-market transparency objectives by providing producers, livestock sellers, packers, and other market participants with more meaningful information about negotiated cash cattle prices.

Beginning with the afternoon reports published on October 26, AMS will use data already collected through the LMR system to create an additional cash cattle regional report aggregating data from Colorado, Texas, New Mexico, Oklahoma, and Kansas. This does not require any additional reporting from covered packers.

For additional information about market information published by AMS, visit www.ams.usda.gov/market-news/livestock-poultry-grain#Cattle or download the USDA Market News app. There are both iOS and Android versions available to download through the Apple and Google Play stores.

About the U.S. Department of Agriculture. *USDA is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad. We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.*

We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.

Our strategic goals serve as a roadmap for the Department to help ensure we achieve our mission and implement our vision.

When President Lincoln established the U.S. Department of Agriculture, he called it the "People's Department." At USDA we are working tirelessly to be a model department that serves all people of our great Nation. For more information, visit www.usda.gov.



DAIRY MANAGEMENT INC.™

NEWS

Dairy Management Inc. Board Selects New President and CEO to Lead Checkoff. *Midwest Dairy CEO Corey Scott to succeed Barbara O'Brien.* Following a comprehensive national search, the Dairy Management Inc. (DMI) Board of Directors announced the appointment of Corey Scott as president and chief executive officer.

Scott will become the third president and CEO in DMI's history, succeeding Barbara O'Brien, who will retire following the 2026 Joint Annual Meeting of the National Dairy Promotion and Research Board, National Milk Producers Federation, and United Dairy Industry Association on October 19–21.

The appointment follows a months long succession process conducted by the DMI Board of Directors to identify the leader best positioned to lead strategies designed to grow dairy sales, strengthen consumer trust, and deliver value to the dairy farmers and importers who fund the checkoff.

"We are so excited for the next phase of DMI, where Corey will focus on our program areas, strengthen our relationships, and bring efficiencies to the incredible work that Barb O'Brien advanced during the past five years," said Marilyn Hershey, a Pennsylvania dairy farmer and chair of the DMI Board of Directors. "Corey will bring a positive and effective energy to the federation and will continue the amazing work that is implemented for dairy farmers and importers across the country. The search committee unanimously brought her forward, knowing her leadership skills, industry knowledge, and humble service will carry us to the next level and secure strong opportunities for the future of dairy."

As president and CEO, Scott will oversee more than 150 DMI and National Dairy Council employees on behalf of more than 23,000 dairy farmers and dairy importers. Scott also will serve as president and CEO of the checkoff-founded Innovation Center for U.S. Dairy.

Scott comes to DMI after serving as president and CEO of Midwest Dairy, where she led the dairy checkoff across a ten state region representing 41.8 million consumers and more than 3,600 dairy farm families. Before joining Midwest Dairy in 2024, Scott served as the vice president of sales and marketing for Athian and spent more than 15 years in leadership positions with Land O'Lakes.

She graduated with a bachelor's degree in agriculture business from the University of Minnesota and earned an executive MBA from the university's Carlson School of Management.

"America's dairy farmers have built one of the most respected and successful checkoff organizations in agriculture, and I am honored by the opportunity to serve them," Scott said. "The work of the dairy checkoff remains critical to growing dairy demand, connecting with today's consumers and creating new opportunities for the next generation of farmers and importers. I look forward to working alongside the board of directors, our DMI team, state and regional checkoff organizations, and our many partners to continue delivering results."

O'Brien announced her retirement in March after a 25 year career at DMI, serving as president and CEO since 2021. During her tenure, the organization strengthened strategic alignment across the dairy checkoff, expanded innovation initiatives, and advanced a unified strategy designed to grow dairy sales and build consumer trust. She is proud to hand the organization to Scott at a time of strength and momentum.

"Serving dairy farmers has been the privilege of my career," she said. "I have every confidence that Corey and our outstanding DMI team will continue advancing the work of the dairy checkoff while remaining focused on the farmers and importers who make it all possible. The strategy and leadership are strong, and the future of the dairy checkoff is bright."

For information on how the dairy checkoff is driving sales and building trust, visit www.dairycheckoff.com.

About Dairy Management Inc. *DMI is funded by more than 23,000 dairy farmers and dairy importers. DMI manages the national checkoff program and collaborates with state and regional checkoff teams across the United States to boost domestic and global dairy sales through research, education, and marketing initiatives. The checkoff also is focused on fostering consumer trust in dairy products and the farm families behind them. DMI manages the National Dairy Council and founded the U.S. Dairy Export Council, Innovation Center for U.S. Dairy, and Newtrient.*



Ice Cream on the 'Moove'

By PATRICK SMITH, *N.C. State University*

The Howling Cow Dairy Education Center and Creamery is the place to go if you want a double-scoop with sprinkles and a behind-the-scenes look at where your ice cream comes from. Now, there's a way for that sweet treat and inside scoop to come to you.

A new Howling Cow ice cream truck is hitting the road to visit campus events. Dubbed the MooMobile, this 2018 Ford has the capacity for staff to dole out over 3,000 servings of ice cream and answer countless questions about dairy farm operations. Already this semester, the MooMobile has served new students at Packapalooza, alumni at the College of Agriculture and Life Sciences' Wolfpack Harvest, and even an astronaut and thousands of her friends at the Around the Moon and Pack Again event honoring alumna Christina Koch last month. As an extra treat, guests got to try a new, limited time flavor called Howl at the Moon in honor of Koch's Artemis II mission for NASA earlier this year. (It's already sold out.)

The MooMobile can be booked for campus events — you won't find it cruising around looking for customers or participating at Triangle area food truck rodeos. It has five freezers to keep ice cream and any added toppings at the optimal dipping temperature of 5°F, and it's fitted to carry up to six flavors of ice cream. Those booking the MooMobile can sprinkle in a bit of dairy education by requesting a tour guide from the Randleigh Dairy Heritage Museum, the interactive museum that neighbors the Dairy Education Center and Creamery.

Kaci Denmark, a graduate student in agriculture education and human sciences, is a Randleigh Dairy Heritage Museum tour guide and camp counselor for the dairy education center's youth programs. She also helped milk cows and provide halter training for calves this summer. Denmark accompanied the MooMobile at the Wolfpack Harvest event last weekend, where she spoke with CALS alumni and their families about dairy nutrition, industry terminology, and other dairy education opportunities available to the public.

"This job means so much to me, as it is extremely fulfilling and helps to prepare me for my future role as a livestock extension agent," Denmark said. "My hope is that people are able to gain a better understanding of what the dairy industry does and how we do it. I love inquisitive minds, and if I can spark their interest in dairy or in agriculture as a whole, then I will consider that conversation a job well done. Education is a fundamental part of Howling Cow's mission, and I am honored to be a part of that journey in building the ag literacy of our communities."

The new mobile operation allows the dairy education center to deliver on its mission to promote animal agriculture and to teach the next generation about dairy farming, dairy processing, and the dairy and ice cream businesses.



At the Around the Moon and Pack event held in her honor, astronaut Christina Koch posed with Carl Hollifield and Emily Long.



The MooMobile parked in front of Reynolds Coliseum and Talley Student Union.

"The Howling Cow MooMobile is our newest education initiative and will serve to highlight N.C. dairy from cow to cone," said Carl Hollifield, director of Dairy Enterprise Systems and associate director of the Southeast Dairy Foods Research Center. "In addition to ice cream service, we will have our agritourism team accompany the truck to answer questions about the cow lifecycle and how we get milk from the farm to the table. I believe that our mission of teaching, research, and extension will be strengthened by being able to get off the farm and around campus to promote dairy farming and animal agriculture."

Students Work Behind the Scenes — and Get Behind the Wheel – The MooMobile provides an exciting opportunity for the 80 students already employed at the creamery and dairy education center. These students are involved in almost every facet of dairy center operations, from milking cows on the farm to processing the



The MooMobile serves ice cream at Packapalooza.

milk at the Schaub Food Science Building to scooping ice cream for customers at the creamery. They're now helping to operate the MooMobile as well.

Before each event, student workers help ensure that the generator is charged, that the freezers are cooled to the ideal temperature, and that both hot and cold water are running to the sink. Then, they help load ice cream tubs or boxes of ice cream cups onto the truck. For each event, the MooMobile crew consists of a driver and at least one scooper who serves Howling Cow products from the back window. Once the truck reaches its destination, the driver comes around to the back to help serve ice cream as well.

"The MooMobile has been a very exciting, sometimes challenging addition that gives the student employees a nice change of pace and environment," said Taylor Nail, creamery supervisor. "I also think it's been a great way for them to build connections with other campus entities, as we have done a variety of fun events on both main campus and Centennial Campus."

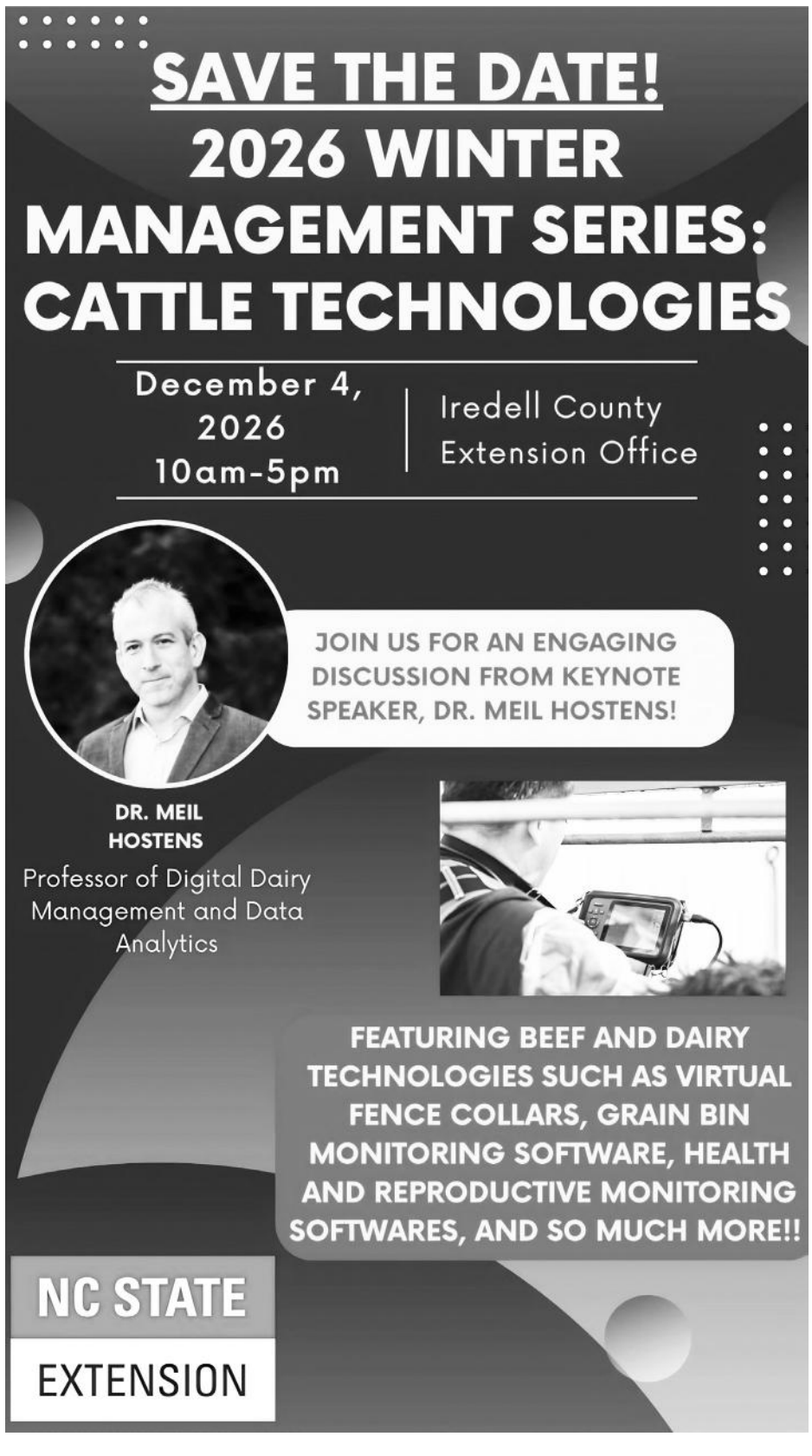
Students are eligible to drive the MooMobile as well. They don't need a special license to drive an ice cream truck; however, they undergo a driving test of sorts where they practice driving and parking a large commercial vehicle.

One of the two students you might see behind the wheel is Victoria Padro-Gratacos, a shift manager who has worked for the Howling Cow creamery for more than two years.

"I enjoy operating the food truck because it's a nice way to get out of the creamery and go on campus while still scooping ice cream and working with my friends," Padro-Gratacos said. "It's always fun going to these events and seeing multiple places on campus that I might not have the time to go see on my own. Witnessing the different people of campus life — faculty, students, families — come together and share a love of ice cream is always fun to see because part of me realizes that I took part in giving them that joy simply by scooping the ice cream.



A student worker loads tubs of Howling Cow ice cream to prepare for distribution.



DFA Warns EU Due Diligence Rules Are Increasing Costs for U.S. Dairy. *Association urges USTR to continue challenging extraterritorial EU requirements and secure relief for U.S. dairy manufacturers and farmers.* The International Dairy Foods Association (IDFA) recently warned that European Union due diligence requirements are increasing costs and administrative burdens for U.S. dairy processors and farmers, including companies that do not sell products directly into Europe. IDFA is urging the Office of the U.S. Trade Representative (USTR) to continue pressing the European Commission to limit the extraterritorial application of these requirements and secure meaningful relief for U.S. companies.

In comments recently submitted to USTR, IDFA urged the Administration to make limiting the extraterritorial application of the EU's Corporate Sustainability Due Diligence Directive (CSDDD) and related measures a priority in its engagement with the European Commission and to secure an exemption for U.S. companies. To support those discussions, IDFA commissioned Steptoe LLP to conduct a legal analysis comparing international labor standards with U.S. federal and state laws applicable to dairy operations.

The legal analysis examines six areas of worker protection — including child labor, forced labor, freedom of association, just and favorable working conditions, occupational health and safety, and nondiscrimination — and identifies where U.S. law provides protections comparable to international standards and where the two regulatory frameworks differ. The analysis found that U.S. law and international standards often take different approaches to worker protection, with international frameworks increasingly emphasizing affirmative due diligence, documentation, stakeholder engagement, grievance mechanisms, and supply chain monitoring that generally are not required under U.S. law.

"The U.S. has extensive laws protecting workers and the environment, and the U.S. dairy sector strongly supports the protection of human and worker rights," said Michael Dykes, D.V.M., president and CEO of IDFA. "But our trading partners should respect our regulatory system just as we respect theirs. U.S. companies should not be required to duplicate or layer foreign regulatory requirements on top of the laws they already follow simply because those requirements are being applied through global supply chains."

European due diligence requirements increasingly affect U.S. businesses through their relationships with multinational customers. A U.S. dairy processor may sell products only in the United States, yet its customer may operate in Europe and require suppliers to undergo social audits based on European or international standards. As a result, U.S. companies can face additional audits, questionnaires, documentation requirements, and corrective action processes even when they have no direct operations or sales in Europe.

Steptoe's analysis found that U.S. law generally does not impose the same broad human rights due diligence obligations across business relationships and supply chains contemplated by international frameworks such as the OECD Guidelines and CSDDD.

"American dairy companies operating in the U.S. and complying with U.S. law should not find themselves effectively regulated by Brussels simply because one of their customers also does business in Europe," said Dykes. "This is creating unnecessary costs and administrative burdens for U.S. manufacturers and undermining the competitiveness of American dairy. IDFA appreciates USTR standing up for U.S. dairy and asks the Administration to continue pressing for meaningful relief."

U.S. dairy manufacturing facilities already operate under extensive federal and state labor, workplace safety, environmental, and wage-and-hour requirements. However, IDFA members report that customer required social audits are becoming increasingly frequent, costly, and duplicative. Plants serving multiple customers can face separate audits, questionnaires, scoring systems, and evidence requirements covering many of the same issues.

Steptoe's analysis also found that differences between U.S. law and international standards do not necessarily mean U.S. law provides less protection to workers. Rather, the two systems frequently use different legal mechanisms. U.S. law generally prohibits specified conduct and establishes remedies, while international frameworks more frequently require businesses to take affirmative steps to identify, prevent, mitigate, and monitor potential impacts on workers.

These differences can create problems in social audits when auditors fail to recognize protections provided under U.S. law. IDFA members report that audit findings can arise from differences between international standards and U.S. requirements governing working hours, collective bargaining agreements, and other employment practices. In some cases, findings can trigger additional audits, corrective action requirements, and fees or affect a processor's standing as an approved supplier.

The costs can add up quickly. IDFA members report that initial social audits can cost thousands of dollars per facility, while a full audit cycle with follow-up can approach $27,000 per site and require more than 100 hours of employee time for preparation, interviews, and corrective action work. Based on information provided by members, IDFA currently estimates that the industry wide burden could reach $29 million or more before fully accounting

for production disruptions, duplicate audits, travel, portal fees, and lost operating time.

"These costs are already being borne by U.S. dairy processors," Dykes said. "Even companies that do not sell products in Europe are being pulled into audit requirements influenced by European regulations. U.S. dairy companies should not be forced to bear the cost of complying with foreign requirements that do not apply directly to their businesses."

IDFA's comments also raise concerns about transparency and accountability in the social audit system. Dairy companies report unclear or changing standards, limited visibility into how scores are determined, and, in some cases, additional fees simply to access detailed audit reports and findings from their own facilities.

IDFA is asking USTR to engage directly with the European Commission to prevent CSDDD and related requirements from being imposed extraterritorially on U.S. businesses and to secure an exemption for U.S. entities. IDFA also will use the legal analysis it commissioned to help U.S. dairy companies distinguish genuine compliance issues from differences in terminology, documentation, or regulatory structure and to demonstrate where existing U.S. legal protections provide comparable worker protections.

"IDFA will continue advocating for U.S. dairy manufacturers and farmers until American companies have meaningful relief from unnecessary and costly foreign requirements," Dykes added.

DFA Launches Interactive Tool to Expand U.S. Dairy Export Diversification Efforts. *Part of IDFA's Project Diversify initiative, new tool allows dairy leaders to pinpoint emerging markets with long-range growth potential for dairy exports.* IDFA recently launched a new interactive web tool for informing the U.S. dairy industry's export strategy. The tool, an interactive map, is the latest in IDFA's Project Diversify, a data driven initiative designed to identify more diversified and resilient export markets for U.S. dairy. Introduced earlier this year, Project Diversify also features in-depth reports that analyze dairy export opportunities in regions with long term growth potential. The interactive tool converts global research into an interactive experience, allowing users to compare information across countries, regions, and dairy products.

"U.S. dairy is competing from a position of strength. However, sustaining that momentum and continuing our growth trajectory requires us to look ahead and understand where the next generation of growth may come from," said Michael Dykes, D.V.M. "Project Diversify puts data and market intelligence directly into the hands of dairy leaders and policymakers, helping them make more informed decisions about the future opportunities for U.S. dairy trade."

U.S. dairy exports have grown from less than $1 billion in 2000 to nearly $10 billion annually. These exports account for nearly 20% of all U.S. produced milk. At the same time, 58 percent of all U.S. dairy exports go to just five countries. Now more than ever, the U.S. dairy industry must expand its global customer base while preserving and strengthening access to existing markets.

"U.S. dairy companies have built a strong foundation in global markets, and continued success will depend on expanding into new markets, strengthening existing partnerships, and pursuing growth opportunities wherever they emerge around the world," said Becky Rasdall Vargas, senior vice president of trade and workforce policy at IDFA. "This tool brings disparate market data points into one accessible, easy-to-use resource where our members can explore potential markets and product opportunities associated with emerging markets for U.S. dairy. We are excited that the insights are beneficial to policymakers, too, as they can use the analysis to inform trade negotiations and market-access priorities."

Bringing Research to Life – Project Diversify evaluates markets through a mix of quantitative and qualitative data drawn from U.S. and international sources. The underlying framework considers indicators of market strength, including import dependence, market size and growth, economic stability, purchasing power, dairy demand, infrastructure, and the broader regulatory and investment environment.

The interactive tool builds on IDFA's first two Project Diversify reports released earlier this year:

• *Western Africa* – The inaugural analysis identified Nigeria, Senegal, and Côte d'Ivoire as markets warranting further evaluation based on factors including demand growth, import reliance, and market stability.

• *Central Asia* – The second report identified Uzbekistan as the region's strongest near term opportunity as well as Kazakhstan and Kyrgyzstan as markets with longer-term potential.

The tool and reports are intended to support informed decision making and constructive discussion. They do not replace the market specific due diligence companies undertake when evaluating commercial opportunities.

Explore Project Diversify – As the initiative's body of research grows, Project Diversify will continue to expand with updated data and additional reports planned into 2027. The interactive tool, reports, and more can be found online at www.idfa.org/project-diversify.

DFA Executive Council Names Matt Herrick Next President and CEO. *Veteran food and agriculture executive returns to IDFA to build on association's strong momentum and lead next chapter of growth and advocacy for U.S. dairy.* IDFA recently announced that its Executive Council has selected Matt Herrick to serve as the association's next president and chief executive officer, succeeding Michael Dykes, D.V.M., following a decade of leadership.

Herrick will assume the role of president and CEO on January 1, 2027. Dykes will remain with IDFA through January 31, working closely with Herrick to ensure a smooth leadership transition before retiring at the end of the month.

Herrick returns to IDFA after serving as president and CEO of the International Bottled Water Association (IBWA). He previously spent more than seven years on IDFA's executive team, ultimately serving as executive vice president and chief impact officer, where he directed strategy for policy, advocacy, communications, and impact and helped build many of the programs and capabilities that strengthened the association's influence and value to members. A veteran food and agriculture executive and bipartisan advocacy and

***IDFA News** continued on the next page*

IDFA News *continued from the previous page*

communications leader, Herrick brings more than two decades of experience across industry, government, and public affairs.

"Matt is an exceptional leader who understands IDFA, our members and the opportunities ahead for U.S. dairy," said Daragh Maccabee, chair of the IDFA Executive Council and chief executive of Idaho Milk Products. "The Executive Council conducted a thoughtful and comprehensive search focused on identifying the right leader to build on IDFA's tremendous strength and momentum, and Matt stood out for his strategic vision, his proven ability to lead complex organizations and deliver results, and his deep understanding of food and agriculture. He knows firsthand the caliber of this organization and its people, and he brings the experience and energy to help IDFA and our industry reach even greater heights."

Maccabee continued, "Michael has positioned IDFA exceptionally well for the future. The association is financially strong, highly respected and influential in Washington, deeply engaged across the dairy supply chain, and supported by an outstanding team. Matt's selection gives us the opportunity to build on that foundation with a leader who knows IDFA and dairy exceptionally well and who shares our ambition for the future of this industry."

At IDFA, Herrick helped strengthen and modernize the association's advocacy and public affairs capabilities, partnering with colleagues to introduce new digital engagement tools and revenue generating programs while advancing major policy priorities affecting the industry. He helped build IDFA's grassroots advocacy network and state affairs capabilities, helped lead the association through major animal disease and other crisis events, and led advocacy campaigns that secured millions of dollars in federal funding for dairy processors and protected and expanded milk, cheese, and yogurt in federal nutrition programs.

Herrick also established the IDFA Foundation, serving as its first executive director and putting in place its governance structure and independent board. Under his leadership, the Foundation conducted successful annual fundraising campaigns and, through grants and dairy food donations, helped provide more than one million meals to people facing food insecurity.

At IBWA, Herrick has led the association's advocacy, membership, financial, and organizational strategy. During his tenure, he strengthened IBWA's presence in Washington, launched new public affairs and revenue generating initiatives, grew membership, and helped position the organization for long term financial resilience.

"Returning to lead the International Dairy Foods Association is a tremendous honor and a true homecoming," said Herrick. "Having spent years working alongside the dedicated processors, cooperatives, and farmers who make American dairy an economic engine and a nutritional cornerstone, I have boundless respect for the IDFA Board, our members, and our exceptional staff. I am thrilled to rejoin this community at such a pivotal time to help meet the world's growing demand for wholesome dairy nutrition. Together, we will write an ambitious new chapter of advocacy, growth, and effectiveness — building on the inspiring, optimistic legacy of my friend and mentor, Michael Dykes."

Herrick is a three time presidential appointee who has held senior leadership positions at the U.S. Department of Agriculture and the U.S. Agency for International Development and served in government roles spanning Democratic and Republican administrations. His career includes global experience in agricultural trade and exports and international agricultural development, as well as leadership on food and nutrition policy, crisis and risk communications, and high stakes advocacy. His experience working across administrations and political parties has shaped his ability to bridge political divides and build coalitions around complex food and agriculture issues.

He also previously led communications and public affairs for global organizations, including the Rockefeller Foundation and Oxfam America, and established the food and agriculture practice at a Washington public affairs firm. Herrick holds a bachelor's degree from the College of the Holy Cross and a master's degree from Syracuse University's S.I. Newhouse School of Public Communications.

Dykes, who recruited Herrick to IDFA in 2019, said Herrick combines a deep commitment to dairy with an understanding of what makes IDFA successful.

"I have had the privilege of working closely with Matt and could not be more pleased to see him return to IDFA," said Dykes. "Matt made an enormous contribution to this organization during his years here. He is strategic, creative, driven, and deeply committed to getting results for members. He knows IDFA, knows our members, and knows this industry, and I am confident he will build on our momentum and make this organization even stronger."

Herrick will assume leadership of IDFA at a period of significant momentum for both the association and U.S. dairy. Under Dykes' leadership, IDFA has strengthened its membership, financial position, and influence in Washington while helping secure major outcomes for dairy in nutrition policy, school meals and nutrition programs, trade and international market access, and other priorities important to dairy processors and marketers.

About International Dairy Foods Association. *The IDFA, based in Washington, D.C., represents the nation's dairy manufacturing and marketing industry, which supports more than 3 million jobs that generate $198 billion in wages and $779 billion in overall economic impact. IDFA's diverse membership ranges from multinational organizations to single plant companies, from dairy companies and cooperatives to food retailers and suppliers, all on the cutting edge of innovation and sustainable business practices. Together, they represent most of the milk, cheese, ice cream, yogurt, and cultured products and dairy ingredients produced and marketed in the U.S. and sold throughout the world. Delicious, safe, and nutritious, dairy foods offer unparalleled health and consumer benefits to people of all ages.*

The CEO's Corner



The Fight for Flavored Milk

By GREGG DOUD, *National Milk Producers Federation*

I recently had a conversation with a concerned parent telling me that chocolate milk is "bad for you" and we should not be giving it to children in schools. I understood where the parent was coming from — parents today are bombarded with conflicting nutrition advice, and wanting to limit how much sugar our kids consume is a sensible instinct. As a parent myself, I share it.

That same week, the *Wall Street Journal* published an article about how school districts across the country are struggling with students drinking record numbers of high caffeine energy drinks.

I know that nutrition, especially involving American kids, is a hot button issues, these days, and it's one that people care deeply about. They deserve clear information to help them make good choices. It's frustrating to me that flavored milk is getting a bad rap when so many children are drinking beverages with known stimulative effects, artificial additives, and minimal nutrition. So, I wanted to step back and ask a simple question: what are the facts?

It is an indisputable fact that flavored milk — at any fat level — provides the same 13 essential nutrients as unflavored white milk. Children who drink flavored milk consume more milk overall and have higher intakes of vitamin D, calcium, potassium, and other nutrients. And studies show flavored milk consumption is associated with better overall diet quality without any adverse effect on weight.

Milk is good for you.

Flavored milk is also good for you.

It seems so obvious to me.

But no matter how much we share the science backing up flavored milk, it is consistently criticized and called "unhealthy." Why? According to critics, that's easy — added sugars.

FDA says that consuming too much added sugar can make it difficult to meet nutrient needs while staying within calorie limits. The 2025–2030 Dietary Guidelines for Americans take a more aggressive stance on limiting added sugars than in previous years, stating that each meal should contain no more than 10 grams of added sugars. And because the food served in school meals must follow the dietary guidelines, flavored milk and yogurt are at risk of being severely restricted or removed from school meals entirely.

But flavored milk contributes just four percent of added sugars in the diets of children ages 2–18. Moreover, dairy processors have voluntarily cut added sugars in flavored milk in schools by 57 percent since 2006. Beginning with the 2025–2026 school year, 37 fluid milk processors made the Healthy School Milk Commitment, agreeing to provide flavored milk cartons with no more than 10 grams of added sugar per 8 ounce serving. Currently, flavored school milk on average has only 7 to 8 grams of added sugar per serving, lower than ever before.

This matters because of what children actually drink. Roughly seven percent of fluid milk sales in the U.S. is school milk, and about ⅔ of that is flavored milk. Studies have shown that food waste in schools is reduced when flavored milk is offered, and kids consistently choose flavored milk over unflavored milk. A carton of milk that gets finished delivers far more nutrition than one that ends up in the trash.

Demonizing flavored milk because of a few extra grams of added sugar is, in my book, missing the forest for the trees. The American Academy of Pediatrics has said in a policy statement — "a beverage such as flavored milk provides a good example of the balance needed to limit added sugars and yet promote nutrient rich foods."

And that's the key. Balance. What the anti-added sugars argument is missing is that, unlike many other sugar sweetened beverages, flavored milk is jam packed with nutrients that all humans, especially kids, need for growth and development.

Unfortunately, the anti-added sugars rhetoric may be winning right now in Washington.

USDA's Food and Nutrition Administration in July submitted to the Office of Management and Budget a proposed rule for aligning Child Nutrition Program requirements with the recommendations in the 2025–2030 Dietary Guidelines for Americans. There is a strong chance, from what we have heard, that this rule will lower the added sugars limits in the school lunch and breakfast programs, including very specific limits for flavored milk and yogurt.

Currently, flavored milk in schools can have no more than 10 grams of added sugars per 8 fluid ounces. Even in the unlikely event that those limits stay the same, the aggressive stance in the new dietary guidelines of no more than 10 grams of added sugars per meal would force schools to choose between serving flavored milk and having any added sugars at all in the other foods served.

If such a reduction means that milk's obvious nutritional benefits end up in the garbage, then we have failed at the very purpose of providing nutritional guidelines in the first place.

A chocolate milk mustache is better than no mustache at all.

NMPF NATIONAL MILK PRODUCERS FEDERATION NEWS

NMPF Hosts Fireside Chat with House Ag Chair, Panel Discussions at Expo. NMPF President & CEO Gregg Doud was joined by Congressman Glenn "G.T." Thompson, Chairman of the House Agriculture Committee, for a fireside chat exploring the issues shaping dairy's future on October 1 at the World Dairy Expo in Madison, Wisconsin..

From the farm bill and agricultural labor reform to whole milk and beyond, Doud and Thompson discussed where key policies stand in Washington, D.C., and what's at stake for dairy farmers and their cooperatives.

"I think, in the lame duck after this election is over, cooler heads will prevail," Thompson said about passing the next iteration of the farm bill. "We all, every House member and especially every Senator, have a lot of constituents who will benefit from the provisions of that remaining farm bill."

The fireside chat was part of a full lineup of expert panel discussions hosted by NMPF and the National Dairy Farmers Assuring Responsible Management (FARM) Program at World Dairy Expo.

NMPF's National YC Program began the October 1 programming with a panel discussion on how dairy farmers are optimizing milk production to meet evolving market demands. CoBank's Corey Geiger helped set the stage with a background on the current economic trends. Nate Zwald of Progenco, Progressive Dairy Solution's Dr. John Goeser and dairy farmer Jordan Siemers of Siemers Holsteins all provided their perspectives on ways to improve profitability, enhance component output, and respond to market signals more effectively.

NMPF Chief Sustainability Officer Nicole Ayache led a panel discussion on how FARM ES is opening doors to new value streams. Later in the day, the FARM Program, in partnership with the Beef Quality Assurance program, hosted a session focused on how to protect dairy herds from New World screwworm.

The day concluded with another panel discussion featuring Trey Forsyth, NMPF vice president of government and regulatory affairs, and Mary Knigge, DFA vice president of government relations, examining key congressional races and how shifts in Congress could reshape the policy landscape for dairy farmers — and how advocacy may need to evolve in response to post election dynamics.

The National YC Program also partnered with the Dairy Girl Network to host a panel on October 2 featuring women leaders in the U.S. dairy industry, including Allison Thomas of the U.S. Dairy Export Council, dairy farmer Becky Nyman, and Sara Dorland with Ceres Dairy Risk Management. Led by Dairy Girl Network's Laura Daniels, the discussion highlighted how export growth influences domestic milk prices and supports the long term profitability of U.S. dairy farms.

Earlier in the week, NMPF's Tony Rice and Trey Forsyth joined the Open Door Exchange to lead a discussion with producers on labor issues and trade policy opportunities. Producers also had opportunities to connect with NMPF and the FARM Program throughout the week at an exhibit hall booth stocked with free posters, manuals, and other resources.

USMCA Update — U.S.-Canada Dispute Escalates as Talks with Mexico Continue. With the future of U.S.-Canada trade relations in limbo, NMPF Executive Vice President Shawna Morris recently traveled to Ottawa and Toronto for meetings with Canadian government and dairy industry officials and to represent U.S. dairy at the International Association of Milk Control Agencies (IAMCA) annual meeting. Morris reiterated U.S. dairy's longstanding priorities in reciprocal trade talks with Canada, including resolving Canada's persistent efforts to sidestep its dairy trade commitments under USMCA, and made clear that U.S. dairy wants Canada back at the negotiating table rather than an ever escalating trade war. At IAMCA, she outlined U.S. dairy's perspective on the shifting trade policy landscape, emphasizing USMCA's benefits while pressing for fixes where the agreement has fallen short.

The visits came amid a continued escalation in U.S.-Canada dairy trade tensions. On August 22, the United States imposed 50 percent tariffs on certain Canadian dairy imports under Section 338 of the Trade Act of 1930, citing Canada's discriminatory treatment of U.S. dairy exports. Canada retaliated with its own tariff list, effective September 8. The United States responded by announcing bans on certain Canadian whey imports previously subject to the 50 percent tariff, along with new 50 percent tariffs on certain Canadian cheeses, which were not covered in the original action. Those bans and new duties took effect September 29.

NMPF and the U.S. Dairy Export Council secured confirmation that U.S. exports shipped under Canada's Import for Re-Export Program won't be hit by retaliatory tariffs and have confirmed Canada is applying its remissions policy to goods used in manufacturing, processing, or packaging. In contrast, goods sold directly at retail in Canada still face the full retaliatory tariff. Unlike Canada's 2025 retaliation, even USMCA compliant products are now subject to this latest round.

Joint Annual Meeting Celebrates Accomplishments, Build for the Future. Dairy leaders from the National Milk Producers Federation, the National Dairy Promotion and Research Board, and

the United Dairy Industry Association traveled to Kissimmee, Fla., on October 19–21 for Joint Annual Meeting, themed "U.S. Dairy: Committed. Resilient. Ready."

A highlight of every Joint Annual Meeting is the Awards Luncheon, and this year's program put the meeting's theme into focus by honoring the farmers and cooperatives who embody commitment, resilience, and readiness every day.

The luncheon recognized recipients for:

- Richard Lyng Award
- NMPF's Dairy Product Contest Awards
- NMPF's Communications Awards
- FARM Program Awards

Made possible by the generous support of CoBank, the Awards Luncheon is a chance for farmers, cooperative leaders, and industry partners from across the country to come together, share a meal, and celebrate the achievements that keep U.S. dairy strong.

This year, the Awards Luncheon also featured the National Dairy Leadership Scholarship Program's Live Auction. Attendees had the opportunity to bid on prizes, including the top prize of welcoming USDEC President and CEO Kyrsta Harden to work on your farm for a day.

Attendees had more chances to win prizes, including two tickets to a Buffalo Bills at New York Jets game, a holiday cookie box, a pie subscription, a cheese fortune telling session, and more, at the silent auction during the evening cheese reception and through NMPF's online scholarship fundraising raffle.

The NMPF National Dairy Leadership Scholarship Program supports Master's and Ph.D. students conducting research important to dairy farmers. The scholarship program is largely funded through the raffle fundraiser, making ticket purchases essential to its funding. Sustaining this program means ensuring that critical research benefiting the entire dairy community can continue.

About the National Milk Producer's Federation. *NMPF was organized in 1916 to provide a forum for dairy producers and the cooperatives they own to participate in public policy discussions. NMPF advocates policies to Congress, U.S. and foreign government agencies, industry organizations, the news media, and the public.*

We use our unique resources to harness the ever changing climate in the politics and marketing of milk and dairy products from farm to table to promote the economic well being of dairy producers and their cooperatives through coordinated industry efforts.

NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation, environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

Our mission is to foster an economic and political climate in which dairy producers and the cooperatives they own can thrive and prosper. Achieving such success assures consumers of adequate supplies of wholesome and nutritious dairy products at affordable prices.

This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit www.nmpf.org.

2026 North Carolina Sale Barn Cattle Receipts

	January	February	March	April	May	June	July	August	September	October	November	December
Canton	453	352	869	882	754	848	719	720	565			
Chadbourn	377	199	512	256	253	260	437	397	480			
Mid-Atlantic Cattle Sales	2,547	2,371	2,005	3,744	1,858	1,509	2,688	3,875	3,794			
North Wilkesboro	368	632	1,268	963	1,075	779	690	880	955			
Norwood	2,462	2,091	2,542	4,176	3,005	1,917	2,335	1,978	1,436			
Shelby	1,406	1,311	2,205	1,886	1,790	1,348	1,523	1,339	1,411			
Siler City	2,675	2,480	3,758	2,680	3,722	3,284	2,123	2,080	2,026			
Smithfield	1,183	1,292	1,709	2,025	1,253	1,024	1,024	1.039	1,255			
Turnersburg	2,956	2,709	5,652	4,194	3,146	3,415	1,975	3,031	2,463			
NC Graded Feeder Calf Sales			618			1,449		1,260	814			

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Upcoming Events

ANGUS

Nov. 7 — 7th Annual Barnett Angus Ranch Production Sale, Washington, Ga.

Nov. 7 — Craven Angus Farm 9th Annual Bull & Female Sale, Seagrove, N.C.

Nov. 7 — TJB Gelbvieh & Balancer Bull Sale XV, Chickamauga, Ga.

Nov. 14 — Casey Green Cattle Company Annual Angus Bull & Female Production Sale, Bishop, Ga.

Nov. 14 — 25th Annual E.B. & Shane Harris Influence Female & Bull Sale, Oxford, N.C.

Nov. 14 — Gibbs Farms 21st Annual Bull & Replacement Female Sale, Ranburne, Ala.

Nov. 14 — Ginger Hill Angus Annual Production Sale, Washington, Va.

Nov. 14 — Hancock Angus & McMahan Farm Annual Registered Angus Bull Sale, Mocksville, N.C.

Nov. 14 — Locust Level Farms Bull & Female Sale, Vernon Hill, Va.

Nov. 17 — Biltmore Livestock Fall Embryo Sale

Nov. 21 — Shelton Angus & Dogwood Farm Fall Bull Sale, Gretna, Va.

Nov. 21 — Southeast Bull Expo & Sale, Asheboro, N.C.

Nov. 28 — 10th Annual Boys from the South Bull Sale, Lebanon, Tenn.

Nov. 28 — The 909 Ranch Fall Production Sale, Statesville, N.C.

Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

Dec. 5 — Uwharrie Ridge Farms Production Sale, Denton, N.C.

Dec. 12 — Brushy Mountain Genetics Angus & Horned Hereford Bull & Female Sale, Taylorsville, N.C.

2027

Jan. 2 — 18th Annual EBS Farms Select Sale, Norwood, N.C.

Feb. 11 — UGA 34th Edition Focus on Genomic Enhanced EPDs Bull Sale, Athens, Ga.

GELBVIEH

Nov. 7 — TJB Gelbvieh & Balancer Bull Sale XV, Chickamauga, Ga.

Nov. 28 — 10th Annual Boys from the South Bull Sale, Lebanon, Tenn.

Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

HEREFORD

Nov. 28 — Southern Partners in Performance 4th Annual Hereford Bull & Commercial Female Sale, Union Grove, N.C.

Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

Dec. 12 — Brushy Mountain Genetics Angus & Horned Hereford Bull & Female Sale, Taylorsville, N.C.

2027

Mar. 27 — 59th Annual N.C. Hereford Classic Sale, Union Grove, N.C.

RED ANGUS

Nov. 14 — 25th Annual E.B. & Shane Harris Influence Female & Bull Sale, Oxford, N.C.

SANTA GERTRUDIS

Nov. 14 — 25th Annual E.B. & Shane Harris Influence Female & Bull Sale, Oxford, N.C.

SIMMENTAL

Nov. 14 — 25th Annual E.B. & Shane Harris Influence Female & Bull Sale, Oxford, N.C.

Nov. 14 — Gibbs Farms 21st Annul Bull & Replacement Female Sale, Ranburne, Ala.

Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

2027

Jan. 2 — 18th Annual EBS Farms Select Sale, Norwood, N.C.

WAGYU

Nov. 7 — Wilders Wagyu StayWILD '26 Fullblood Production Sale, Turkey, N.C.

OTHER EVENTS

Nov. 10 — SCCA Regional Beef Cattle Field Day, Laurens County, S.C.

Nov. 11 — SCCA Regional Beef Cattle Field Day, Darlington County, S.C.

Nov. 12 — SCCA Regional Beef Cattle Field Day, Calhoun County, S.C.

Nov. 12 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

Nov. 18 — Grassland Management for the Tall Fescue Belt Webinar #2 – Establishing native warm season grasses to complement tall fescue

Nov. 20 — Selection Today for Sustainability Tomorrow Cattle Selection Workshop, Denton, N.C.

Dec. 1 — Beef: Back to Basics Virtual Series

Dec. 4 — Winter Management Series: Cattle Technologies, Statesville, N.C.

Dec. 5 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.

Dec. 12 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

LIVESTOCK MARKET SALES

Nov. 2 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Nov. 2 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Nov. 3 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com

Nov. 4 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

Nov. 4 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Nov. 9 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Nov. 9 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Nov. 11 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

Nov. 11 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Nov. 16 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Nov. 16 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Nov. 17 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com

Nov. 18 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

Nov. 18 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Nov. 23 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Nov. 23 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Nov. 25 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negalivestock.com

Nov. 25 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Nov. 30 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Nov. 30 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.



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