

CAROLINA CATTLE CONNECTION

Spotlight on

SIMMENTAL

AUGUST 2026 • Vol. 40, Issue No. 8

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By MILO LEWIS, N.C. Cattlemen's Association

Director's Report

Asking the Right Questions

One of the things I appreciate most about this role is the opportunity to spend time with cattle producers across the state. Every operation is different, but many of the conversations eventually come back to the same questions.

- How do we keep the agriculture economically viable?
- How do we encourage the next generation to get involved?
- How do we make sure decisions made in Raleigh and Washington reflect the realities of raising cattle?
- How do we protect working farmland and ensure agriculture remains an important part of North Carolina's future?

These aren't questions with simple answers. They're questions that require long term thinking, strong relationships, and people who are willing to stay engaged. They're also worth asking on every operation and in every agricultural business. Whether you're a cattle producer, veterinarian, nutritionist, equipment dealer, lender, auction market, researcher, Extension agent, or another allied partner, we're all making decisions today that shape the future of agriculture. Asking the right questions is often the first step toward finding better solutions.

Over the past two years, one thing has become increasingly clear — many of these questions aren't unique to the cattle industry. Some of the most valuable conversations I've had haven't been about cattle alone. They've been around tables with leaders representing agricultural commodities across North Carolina. While each of us represents a different agricultural sector, we've found that many of our biggest challenges — and many of our greatest opportunities — are shared. Whether you're raising cattle, growing crops, producing pork or poultry, or working in another part of agriculture, we all depend on sound public policy, meaningful research, thriving rural communities, and consumers who understand the value of what we produce.

Those relationships have grown into meaningful partnerships. We've learned from and supported one another and worked together on initiatives to strengthen agriculture in the state. Some of those efforts have already produced results. Others are still moving forward, but the progress we've made together has reinforced something important — when agriculture speaks with a unified voice, people listen. I'm proud to work alongside these leaders from across the state in that effort.

That was especially evident during a recent trip to Washington, D.C. Representatives from several North Carolina commodity organizations met with members of Congress and their staffs to discuss issues affecting agriculture. While each commodity had its own priorities, we also shared a common message — agriculture is one of North Carolina's greatest strengths and deserves policies that allow producers to remain successful for generations to come.

North Carolina agriculture is incredibly diverse, and that's one of our greatest assets. Our farms may look different, but they're

connected in more ways than most people realize. Success for one part of agriculture often creates opportunities for another, and challenges affecting one commodity rarely stay isolated for long.

Those connections are evident every day at the farm level. A successful cattle operation depends on veterinarians, feed and animal health suppliers, equipment dealers, auction markets, lenders, researchers, Extension professionals, processors, and many others who help producers succeed. In the same way, those businesses depend on a strong and profitable agricultural community. We each have a role to play, and we all benefit when agriculture works together.

Maybe one of the questions worth asking as we look ahead. Not just what challenges the cattle industry faces, but which ones agriculture as a whole can solve more effectively together?

Our responsibility as the N.C. Cattlemen's Association remains the same — representing North Carolina cattle producers. But we've learned that some of the biggest opportunities come from working alongside our partners across agriculture, combining our voices where our goals align while continuing to advocate for the unique needs of our industry. NCCA exists to serve the state's cattle producers, and I'm proud that we're doing that while also helping strengthen agriculture as a whole. I believe both are essential to the long term success of our industry.

As we move into another season, I hope we'll continue asking the right questions. Not because we expect easy answers, but because those questions help shape the future we're building together.

So, I'll leave you with one final question — What questions are you asking about the future of your own operation, your business, and our industry? The answers may look different for each of us, but by asking them and by working together, we can continue to build a stronger future for North Carolina agriculture.



Michelle Grainger, N.C. Sweetpotato Commission; Graham Boyd, Tobacco Growers Association of N.C.; Roy Lee Lindsey, N.C. Pork Council; Charles Hall, N.C. Soybean Producers Association; Roland McReynolds, Carolina Farm Stewardship Association; and Milo Lewis, N.C. Cattlemen's Association.

SPOTLIGHT on Simmental

History of the Simmental Breed

By THE AMERICAN SIMMENTAL ASSOCIATION

The Simmental is among the oldest and most widely distributed of all breeds of cattle in the world. Although the first official herdbook was established in the Swiss Canton of Berne in 1806, there is evidence of large, productive “red and white” cattle being found much earlier in ecclesiastical and secular property records of Western Switzerland. Those red and white animals were highly sought because of their “rapid growth development, outstanding production of milk, butter, and cheese, and for their use as draught (draft) animals.” They were known for their gentle nature, impressive stature, and excellent dairy qualities.

As early as 1785, the Swiss Parliament limited exports because of a shortage of cattle to meet its own needs. The Swiss “Red and White Spotted Simmental Cattle Association” was formed in 1890. Since its origin in Switzerland, the breed has spread to all six continents. Total numbers are estimated to be between 40 and 60 million Simmental cattle worldwide, with more than half in Europe. The worldwide spread was gradual until the late 1960s. Records show that a few animals were exported to Italy as early as the 1400s. During the 19th century, Simmental were distributed through most of Eastern Europe, the Balkans, and Russia, ultimately reaching South Africa in 1895. Guatemala imported the first Simmental cattle into the Western Hemisphere in 1897, with Brazil following in 1918 and



Argentina in 1922.

There are unsubstantiated reports from a variety of sources indicating Simmental cattle arrived in the United States before the turn of the century. Simmental were reported as early as 1887 in Illinois, according to one source; in 1895 in New Jersey; and in New York and New Mexico around the 1916–1920 period. An ad in an 1896 issue of the *Breeder's Gazette*, published in Chicago, also made



reference to “Simmenthal” cattle. Apparently, those early imports did not capture the imagination of the American cattleman, and the Simmental influence died quietly away until they were reintroduced in the late 1960s.

The breed made its most recent appearance in North America when a Canadian, Travers Smith, imported the famed bull Parisien from France in 1967. Semen was introduced into the United States that same year, with the first half blood Simmental calf born at Geyser, Mont., in February of 1968. The American Simmental Association was formed in October of 1968. Simmental spread to Britain, Ireland, and Norway in 1970 and to Sweden and other Northern European countries shortly thereafter. The first purebred bull was imported into the United States in 1971, and Australia received Simmental semen and live animals in 1972. The World Simmental Federation (WSF) was formed in Zagreb, Yugoslavia, in 1974. In 1976, Simmental cattle were shipped to the Republic of China. The purpose of the WSF was to unify Simmental breeders around the world and provide them with a vehicle through which they could exchange research and information and increase the influence and importance of the Simmental breed.

Selection in Europe was initially for three features — milk, meat, and as draft animals. The demand for working animals is greatly reduced today, but muscularity and high milk production are still important to the success of Simmental. The breed is known by a variety of names, including Fleckvieh in Germany; Pie Rouge, Montbeliarde, and Abondance in France; and Pezzata Rosa in Italy. The Simmental name is derived from their original location, the Simme Valley of Switzerland. In German, Thal or Tal means valley; thus, the name literally means Simme Valley.

Simmental have a number of important attributes. They are widely distributed throughout the world, implying adaptability to varied environments and management practices. They have continued to thrive over hundreds of years, implying utility, functional efficiency, and productivity, and they are second in numbers, only to Brahman, among all breeds worldwide.



The American Simmental Association (ASA) was founded by a contingent of breeders who came from other breed backgrounds and shared a common goal of establishing a breed based on sound performance principles. Thus, in its 30+ years of existence, ASA has often been at the forefront of beef industry innovation and progress. In 1971, ASA published the first beef breed sire summary, and since that time has:

- 1) initiated a cow recognition program;
- 2) developed Simbrah — a heat tolerant, insect resistant breed combining the genetics of Simmental and Brahman; 3) developed the first multi-breed EPDs;
- 4) been a leader in incorporating performance data into the show ring; and, 5) more recently, established the industry standard for proving carcass merit. Most other breeds have followed the

Simmental History continued on the next page



Simmental History continued from the previous page

leadership of ASA. The growth of Simmental cattle in North America is really a reflection of what has already occurred in most agricultural countries of the world. It appears certain that Simmental will continue to play an important role in the future of the American beef producer.

Why American Simmental?

- *Emphasis Upon Beef Production* – Only in the United States are Simmental measured and selected totally for efficient, economical production of quality beef. Unlike most of the European performance programs involving Simmental cattle where emphasis is on the measurement of milk production, ASA has developed performance programs that focus on meat production.

As a result of performance programs, the ASA was the first breed association to publish a sire summary. The American Simmental resulting from this effort meets today's demand for a beef animal that can thrive under a variety of conditions. They have bred-in ability to adapt to hot and cold temperatures, to dry or humid climates, and to range conditions or confinement rearing.

- *Breeder Selectivity* – Changing the genetic composition of any breed has traditionally been a slow and painstaking process. Often times this has been further hindered by restrictive policies or practices that were unrelated to the goal of profitable beef production.

The American Simmental Association has been innovative and flexible in allowing for breeder selectivity in all programs. Furthermore, no color restrictions are imposed. Performance has always been given far greater emphasis than color or other superficial attributes.

- *A Blend Of The Best* – America has been known as the melting pot of nationalities. The same concept is true for the Simmental



breed. European countries have specialized in the development of particular strains and traits of Simmental. A great deal of pride is associated with the product that has been developed by each country and, in some cases, by specific herd books within countries. Only in America has there been an opportunity for an expansive within-breed blending or melting pot effect to take place. The result has been greater performance and productivity because only the best cattle coming from the various countries are utilized in the composition of the superior American Simmental. The resulting product is capable of expressing the superior traits from all European strains, providing for even greater flexibility and opportunities for innovative and creative cattle breeders.

- *American Simmental Have Evolved From a Wide Genetic*

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No33 ASA# 4532573 5/8 SM 11/32 AN 1/32 AR
SIRE: GW JAILBREAK 555J
Several Powerful Jailbreak Sons Sell.

CE	BW	WW	YW	MCE	MARB	\$API	\$TI
9	-1.6	91	167	8	0.61	153	99



No92 ASA# 4532628 3/8 SM 5/8 AN
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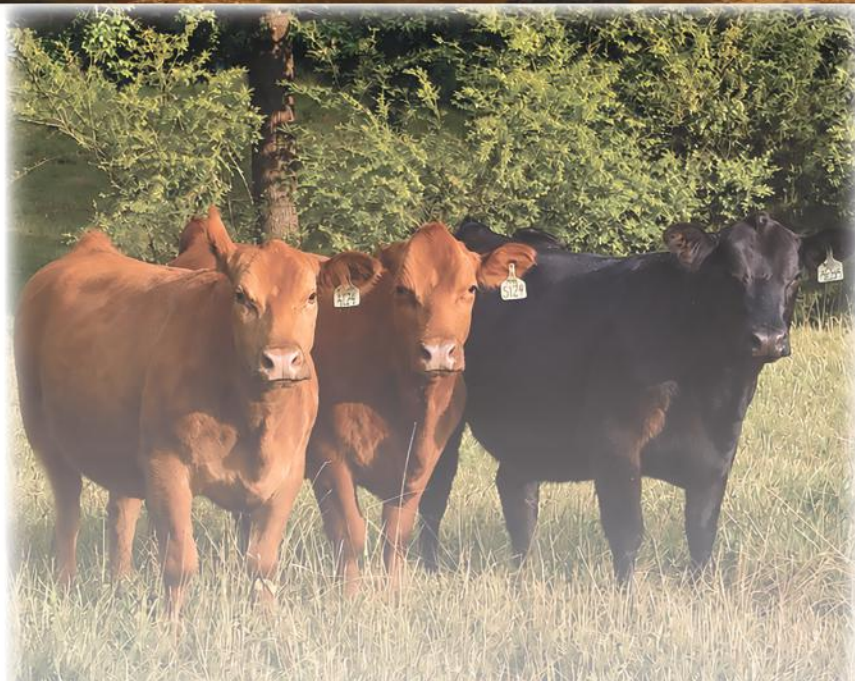
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By BROOKE HARWARD, N.C. Simmental Association

Fall Harvest Sale – We are getting closer to this year's Fall Harvest Simmental Sale and are excited to see everyone next month! The sale will be held on September 5 at the Shuffler Sale Facility in Union Grove, North Carolina. This will be the 52nd Annual Sale, continuing the N.C. Simmental Association's tradition of selling great Simmental cattle in North Carolina! This year we will again have open heifers, both fall and spring calving bred heifers and cows, cow-calf pairs, and genetic lots for you to purchase. We have consignments from long time consignors as well as new consignors, all bringing some of their very best to this year's sale. Be sure to check out the Fall Harvest Sale ad for more information. Also, by the time this article goes to print,

we will be very close to having the catalog out, so be sure to visit www.ncsimmental.com for more information on the sale. The catalog and videos will be posted on our website and our Facebook page as they become available, so be sure to check back regularly.

Annual Meeting – We are looking forward to seeing all of our current and prospective members on September 4 for our annual meeting and banquet. We will have a brief membership meeting along with a meal and our annual fundraising auction for both the regular and junior N.C. Simmental Associations. If you are interested in donating any items to this year's auction, please let me, Anna English, or Amy Thomas (NCJSA Advisor) know. We look forward to seeing everyone to celebrate another year of Simmental cattle and plan for even more exciting times to come!

Membership – This is also the last call for your membership dues to be included in this year's printed handbook and membership directory. If you have not sent in your membership dues for this year or are interested in joining the NCSA for the first time, please send in your dues promptly. Our 2026 handbook and directory will be going to print soon, and to be included, you must be current on your dues. Please contact me at ncsimmental@gmail.com if you have any questions on your dues.

Thank you all again for another great month working with Simmental cattle. I look forward to talking with many of you this month as we are preparing for the Fall Harvest Sale and hope you can all join us on September 5 in Union Grove!



ANNUAL MEETING, BEEF SUPPER, & AUCTION!

Friday, September 4, 2026

5 - 8 pm • Supper served at 6 pm

Shuffler Farms Sale Facility

444 Union Grove Rd. Union Grove, NC

SCHEDULE OF EVENTS

3 PM - Board of Directors Meeting

5-6 PM - Social Hour

Join us for a social hour with other breeders and look at the cattle for sale at the Fall Harvest Sale on Saturday.

6 PM - Beef Supper

\$15 per plate. Can pay at door but please RSVP by August 31st if possible.

7 PM - Short Business Meeting & Auction

Join us for a short business meeting as well as our annual association auction that will benefit association activities and the junior association. More information at www.NCSimmental.com.

Everyone is welcome!

Whether you have 2 cows, 200 cows, or none at all, we would love to have you join us for a fun night of celebrating another year of Simmental cattle in North Carolina!

RSVP NOT REQUIRED BUT APPRECIATED!

Please RSVP by August 31st to help us have an accurate head count for the meal. You can RSVP to ncsimmental@gmail.com, call or text 704-322-9770, or complete the form online at www.ncsimmental.com. We appreciate you helping us plan for the meal and are excited to see everyone in Union Grove!

SPOTLIGHT on Simmental

Heifer Pregnancy EPD – Expanding the Maternal Trait Toolbox

By DR. ELIZABETH DRESSLER, *American Simmental Association*

The new heifer pregnancy (HP) expected progeny difference (EPD), available for all animals on Herdbook.org provides another tool for maternal trait selection.

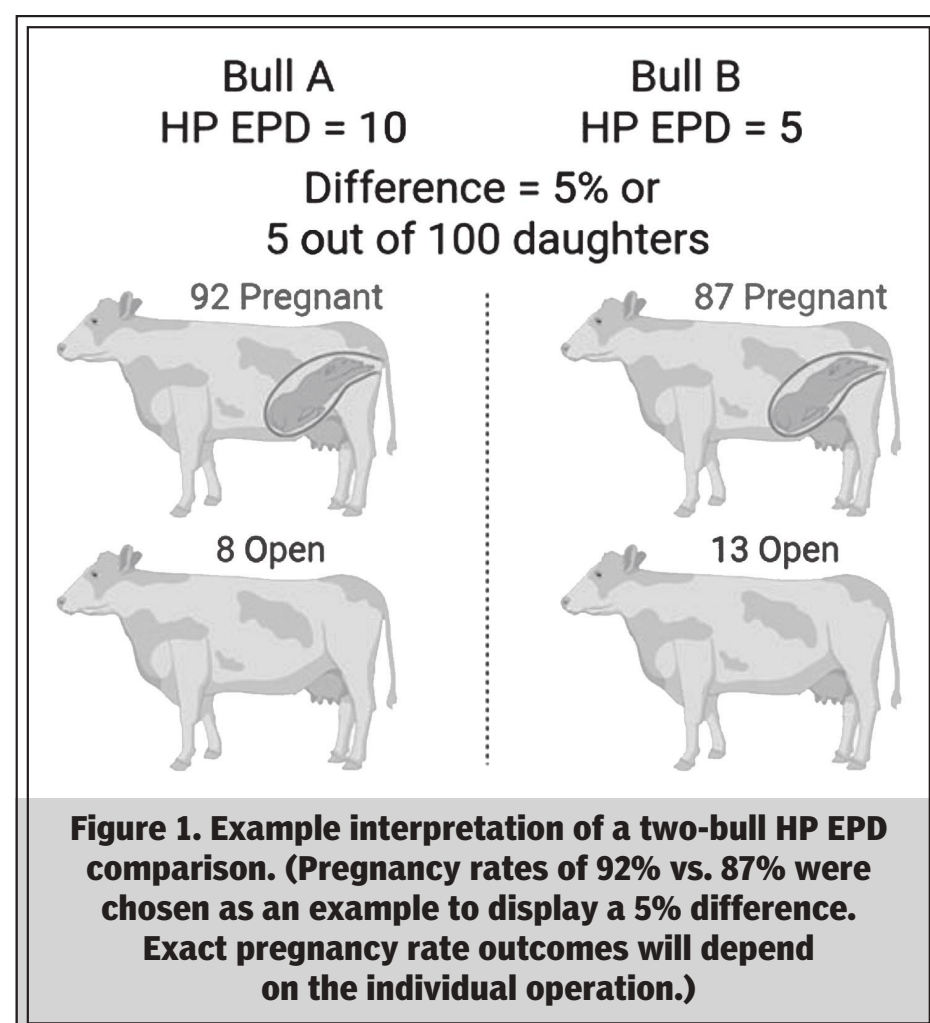
After extensive development and validation by International Genetic Solutions (IGS), the HP EPD is now available for ASA members. ASA remains committed to developing genetic selection tools for economically relevant traits, and the release of the HP EPD represents another advancement in maternal trait evaluation. For producers retaining replacement females, the HP EPD is a valuable addition to your selection criteria.

The Economic Value of Reproductive Performance – Reproductive performance is an important driver of profitability in a cow-calf operation because every open heifer represents an investment in development costs without producing a calf to generate a return. Open heifers still retain salvage value, which can help offset part of that investment. However, longer term maternal traits such as Stayability are also important, as studies have estimated that a cow typically must remain in the herd until about five to seven years of age, producing a calf each year, before fully recovering her development and maintenance costs (*Snelling et al., 1995*). Reproductive success plays a major role in cow herd efficiency, longevity, and lifetime productivity, making replacement female selection an important economic consideration in breeding programs. Identifying productive, profitable females to retain is especially timely as the beef industry continues discussions around rebuilding the nation's cow herd.

How to use the HP EPD – The HP EPD is reported as the percentage of daughters expected to conceive and subsequently calve at two years of age. As with any EPD, it's important to remember that an EPD predicts differences in progeny performance between animals. Therefore, a heifer's HP EPD does not represent the likelihood that the individual herself will become pregnant. Rather, the HP EPD predicts differences among individuals – typically sires – in the percentage of their daughters that become pregnant during

their first breeding season as heifers. Higher values are favorable.

Consider the following example – Bull A has a HP EPD of 10, and Bull B has a HP EPD of 5. If each bull produced 100 heifer daughters, and all other factors were held equal, you would expect an average of five more daughters to become pregnant as heifers from Bull A compared to Bull B, as seen in Figure 1. Because reproductive success is a major driver of profitability, even modest differences in heifer pregnancy can add up to measurable economic



differences across a cow herd over time.

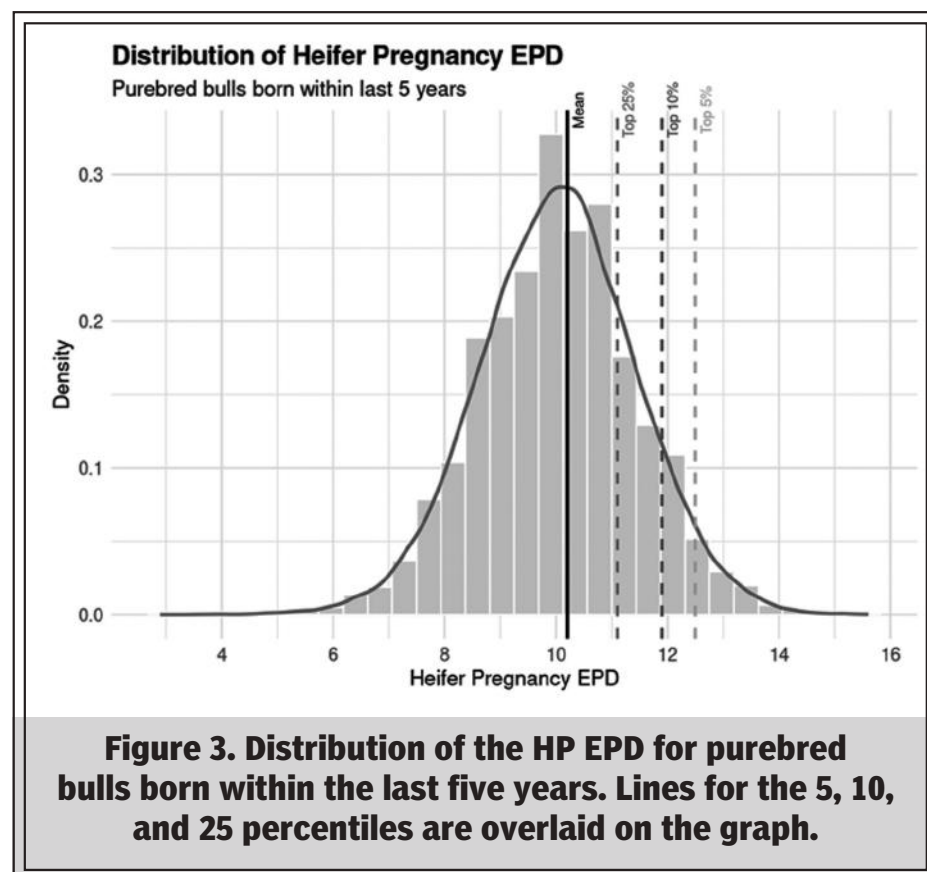
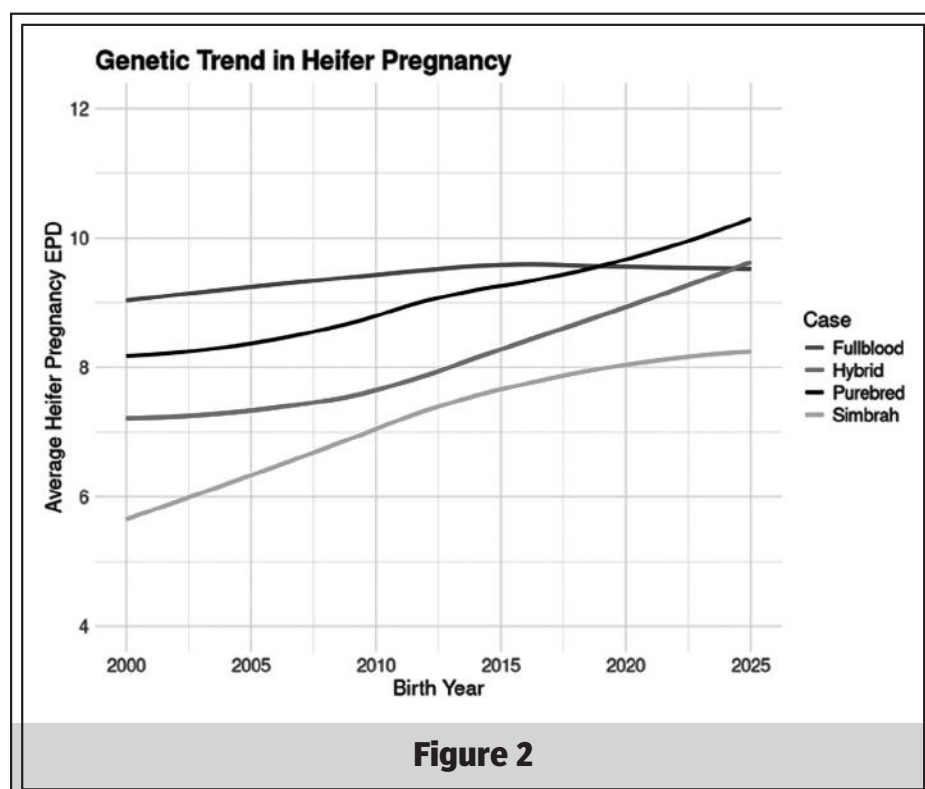
There is a myth that selection for low heritability traits, like fertility, results in little genetic progress. However, it is possible to make improvements in traits like HP using genetic selection tools — EPD and indexes — in combination with sound management. Using an EPD for selection on female reproductive traits is especially important for several reasons:

- the trait is observed later in life
- the trait is sex limited — not directly observed in males
- the trait has low heritability.

For low heritability traits, most of the observable phenotypic differences are due to environment rather than genetics. That means selecting for HP by phenotype alone, instead of an EPD or index, would make genetic progress much slower and less accurate.

Phenotypic Data Reporting for HP – The Total Herd Enrollment (THE) program plays a critical role in collecting the phenotypic data needed to develop and maintain genetic evaluations for maternal traits, including HP. THE is a comprehensive dam inventory program designed to facilitate complete data reporting across contemporary groups. Dam enrollment, calving, and productivity information reported through THE is used to generate the HP phenotypic dataset. A heifer's phenotype is categorized as either a success or failure of becoming pregnant over an entire 90 day breeding season. Proper dam enrollment, along with correct use of productivity and removal codes, is essential for maintaining accurate phenotypic records.

Genetic trend in HP – The Simmental population has made genetic improvement in HP over time. Since 2000, the average HP EPD of purebred animals has increased from 8.1 to 10.3, as seen in Figure 2. Although the stand alone EPD for HP is new, genetic progress in HP has still occurred over the past few decades. As ASA's All Purpose Index (\$API) indirectly incorporates HP — through weightings with correlated traits, selection for improved \$API



would also drive indirect genetic improvement in HP. Now that a stand alone HP EPD is available, producers can make more targeted selection for this trait.

Using Percentile Rankings to Compare HP EPD – It can take some time to wrap our minds around a new EPD. Is my animal's HP EPD good or bad? How does it compare to other sire options? A simple way to answer some of these questions is to look at percentile rankings. On an animal's Herdbook page, there is a row for percentile rankings (%) under the EPD. There is also a percentile ranking table for all EPD available on Herdbook. This number will range from 1 to 99. For HP, larger values are more favorable and will rank closer to 1 percent, whereas lower numbers are unfavorable and will rank closer to 99 percent. Figure 3 shows the distribution of HP EPD for purebred bulls born within the last five years with lines for the 5, 10, and 25 percentiles. To make genetic progress for HP, select sires that fall on the right side of Figure 3 or have rankings in the top percentage of the population.

Key Takeaways

- The HP EPD available on Herdbook beginning the week of May 18, 2026, gives ASA members a new tool for maternal trait selection.
- The HP EPD predicts differences in the percentage of daughters that will conceive and calve at two years of age, with higher values being favorable.
- Lowly heritable traits, like HP, are heavily influenced by the environment, making phenotype alone a poor indicator of genetic merit; using EPD and indexes leads to faster and more effective genetic progress.
- Genetic trends show steady improvement in HP over time in the Simmental population, and producers can now use the HP EPD and percentile rankings to make more targeted selection decisions.

SPOTLIGHT on Simmental

JBB Simmentals – Generations of Proven Cattle

By JENNIE RUCKER

Although Dr. Jeff Broadaway of Monroe, N.C., is still young, he has already accomplished many things and is known for producing some outstanding Simmental and SimAngus cattle. He started helping his stepdad Mike and stepgrandfather Addison Mills with his commercial cattle on the farm Mills purchased in the 1950s. The original farm was 125 acres, but they have since bought additional acreage as it became available. It is now around 170 acres.

The farm has always had a close working relationship with N.C. State University, first with sheep, developing Polled Dorsets and researching those genetics. After that, they went to stocker cattle and did test trials with N.C. State University. After the stockers, Mills decided to try brood cows and bought two truckloads of Hereford based heifers. Their commercial herd has been a closed herd ever since. Jeff was middle school aged when his mother married into the Mills family, and Mr. Mills tested him as he worked on the farm. He made Jeff prove himself before he let him do much. After he saw what Jeff could accomplish, he let him begin selecting the replacement heifers.

Jeff is the one who brought the use of artificial insemination back into the herd. Mr. Mills and Jeff would discuss what bulls to use on the commercial cattle. Since the purebred cattle belonged to Jeff, he alone made those decisions. The first bulls used on the commercial herd were the Angus bull Rito 6I6 and the Simmental bull SSS-SCF Craftsman. Of the resulting calves, four of the Craftsman daughters stayed in the herd. Jeff went on record with Mr. Mills regarding breeding one commercial Angus heifer in particular. Mr. Mills wanted the heifer bred to the Angus bull, and Jeff thought the Simmental would be the better cross. Well, of course, Mr. Mills won the discussion, but when the resulting calf was born, Jeff was proven right. “That proved to be the knottiest calf in the whole group,” said Jeff. So again, Mr. Mills realized that Jeff was a good judge of cattle. From all his previous work with N.C. State University, recording performance data and keeping records has always been important to Jeff. They worked with Gary Gregory and have more than 15 years of performance data on the commercial herd. Jeff carried all that into his Simmental herd, keeps meticulous records, and is a part of THE (Total Herd Enrollment) through the American Simmental Association.

Jeff purchased one of his first purebred Simmentals while he was

still a student at N.C. State University. He was talking to Anna Munday — now Anna English — in the Animal Science lounge about the Breeders Top 10 Sale in Kentucky. Anna was interested in some open heifers there, and Jeff really wanted a bred heifer. Three bred heifers caught his eye, so he called Johnny Moore, the herdsman at Double S, about what heifers would actually work at Jeff’s farm. Jeff ended up purchasing what became his foundation cow and the most profitable donor cow he has ever had. This bred heifer was S.S. Jokers Lady L6L, a daughter of PVF-BF BF26 Black Joker and out of an NLC Black Aesop daughter. This cow family worked so well for Jeff that he still has some daughters in the fourth generation. “These genetics have stood the test of time, and the old girl earned her right to be buried on the place,” says Jeff.

With such high praise, her EPDs prove she deserves it because they record her being in the top 1% for Maternal Milk and the top 3% for Stayability. She produced up into her teens and lived to the old age of 20, so she has definitely proven those EPDs. Jeff says, “She is still the standard that I judge other cattle by.”

Jeff runs a tight breeding season, with the whole herd being



Dr. Jeff Broadaway among his herd.

synchronized to either receive an embryo or be artificially inseminated at the end of December. After that first go round, a bull is put in with the commercial herd, but the purebred cattle get one more round of A.I. Any cattle bred by the clean up bull after December are usually marketed in another way.

JBB Simmentals has produced many of the top selling Simmental and SimAngus bulls at the Union County Bull Sale, held on the first Saturday of December. “The very first bull I sold there was a gray Black Irish Kansas son, which actually didn’t sell at the sale but sold a week later,” states Jeff. “Talk about a learning experience and a place to grow from.” His primary market is still bulls, but he also sells females through the N.C. Simmental Fall Harvest Sale each September.

Jeff actually prefers the good old pedigrees. “They are functional, good, proven cattle and not so flippin’ short!” His cattle must meet pretty strict requirements. “I cull off performance but also eyeball the cattle. They must have good feet, a good disposition, be a good mama, and have got to work. If they happen to have a white face, that’s a bonus!”

“The whole herd is actually run as a commercial herd. Some just happen to have registration papers,” he says and smiles. “Our cattle work; they are no-nonsense and no frills.”

Being into research and performance, Jeff has the entire calf crop, even the steers, DNA tested, and the bulls and the heifers are all ultrasounded for carcass data. He takes careful weight measurements, and his bulls on test get checked for rate gain and feed intake every two weeks throughout the test. He added the Angus breed to the mix after customers asked for them. Now, his primary Angus focus is to produce F1 SimAngus. He only retains purebred Simmental and sells all the SimAngus females.

He does purchase purebred Simmental occasionally and does his homework if he is interested in sale cattle. He likes to talk with the herdsman and get videos. If he purchases a female, he wants them good enough to be a donor cow. He has bought from 3C Simmentals and TNT Simmentals and has great respect for Nick Sloup and these long time Simmental producers.

When it is time to select A.I. bulls, Jeff has his cow herd on a spreadsheet and tries to individually mate the cows. He likes to use more proven bulls but will use a younger bull on more proven cows. He usually ends up using 8–10 bulls on his 30 cows. “I just enjoy the genetic side of it. It’s probably my hobby,” states Jeff.

Working through the American Simmental Association, he has used both the Cow Herd Round-Up and Calf Crop Genomics. As Jeff says, “How do you know what you have unless you get the whole genetic picture?”

Jeff is a veterinarian but is currently in the first position of its kind in the state. He is employed by Union County as a county vet with responsibilities in the public health department, sheriff’s department, animal shelter, and extension. Jeff states, “We are literally building this plane as we fly it.” He started this job in March of 2022 and enjoys the different challenges that face him each day. He has done things such as have a rabies pre-exposure clinic for farmers and wildlife rehab people and vaccinate 150 people at no charge. In the long run, this probably saved people who could have been exposed to rabies in their normal activities thousands of dollars



**One of the right kind for JBB Farms,
especially the blaze face!**

from treatment. He works with the Veterans Department on a foster program for vets with PTSD and so many other things. He still gets to help during the N.C. State Fair livestock shows, and he really enjoys seeing kids have such memorable experiences with livestock.

As if that isn’t enough to keep him busy, Jeff also has a Nubian dairy goat herd that he has had since high school. He also does milk performance testing on them and enjoys researching Nubian genetics. He milks them twice a day, and he says, “This is my quiet time when I can actually think.”

However, as far as the Simmental cattle go, he wants people to realize the benefits of the breed, and he sees no reason whatsoever for a commercial cattleman not to take advantage of the heterosis that Simmental can offer to an Angus based commercial herd. “Simmental offer growth, milk, performance, and disposition, and the end product is desirable and what consumers are yearning for.”

To anyone wanting to get into the purebred business, he has some advice, “Get the best commercial herd you can first, then buy a few purebred cows. Learn the genetics and then go from there. You have to like what you see in your pasture.” For information on the sale cattle that Jeff is offering on September 5 at the Fall Harvest Sale, please give him a call at 704-221-0997 or email him at jeff.broadaway@gmail.com.

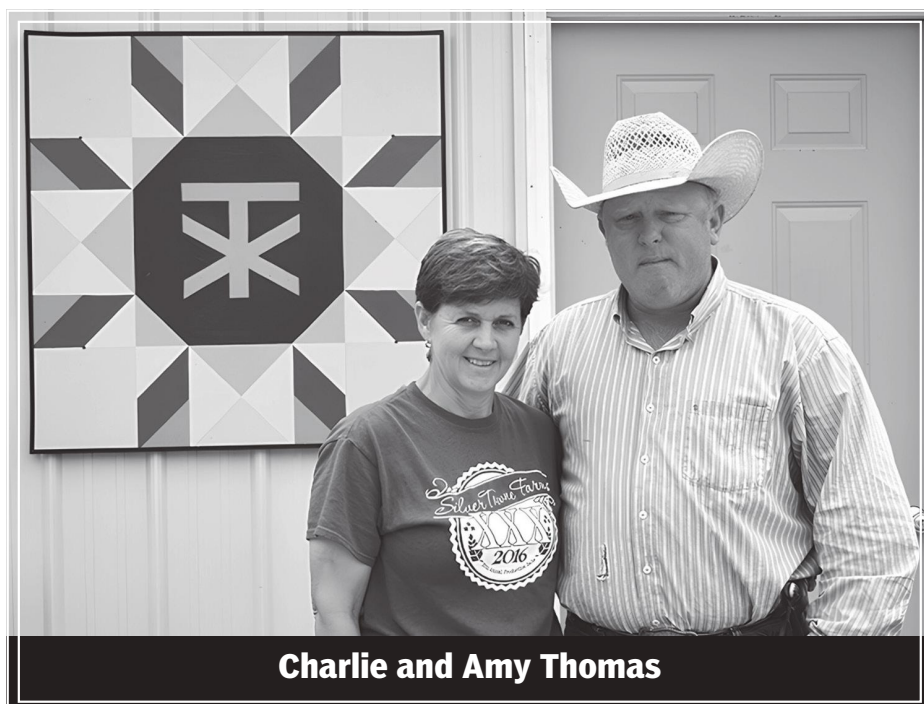
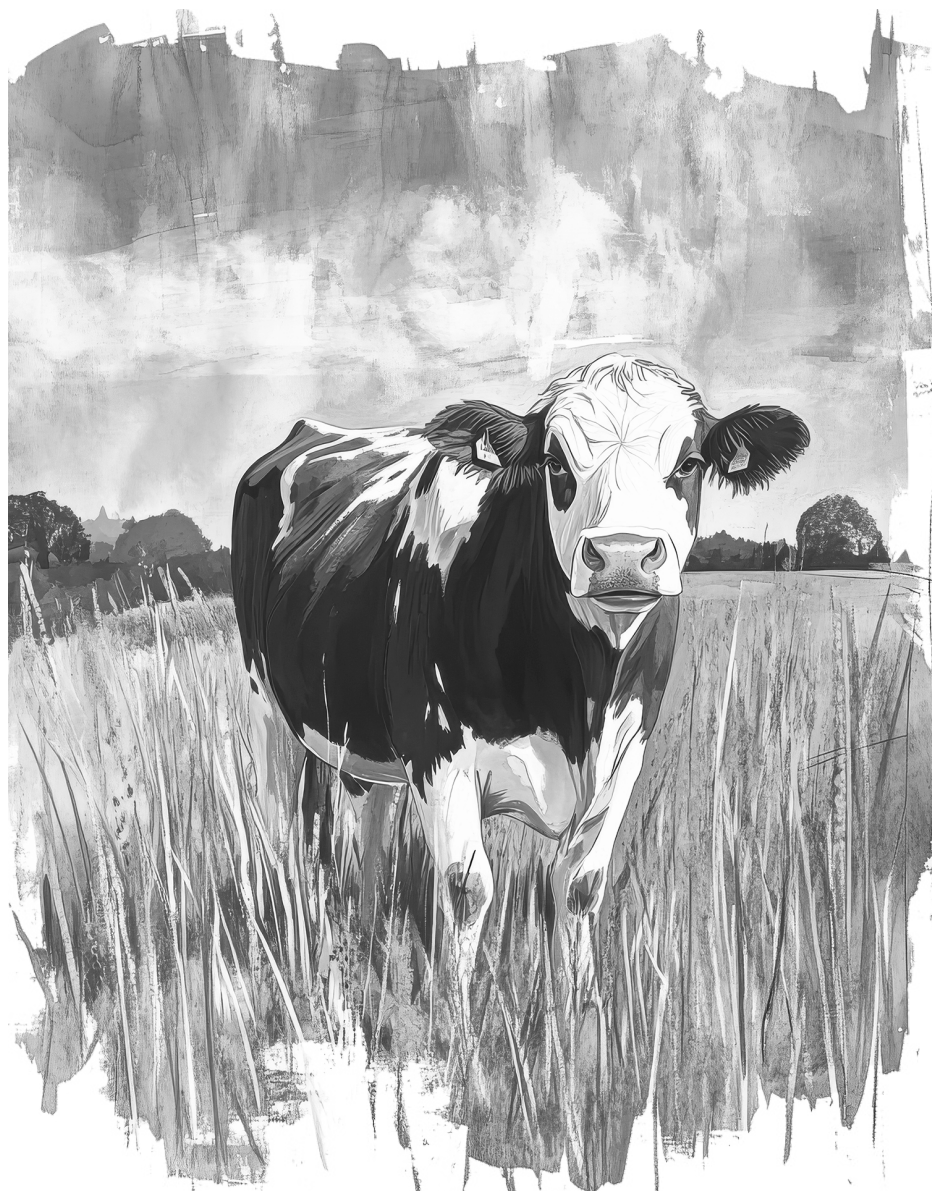


SPOTLIGHT on Simmental

TX Enterprises – One Heck of a Team

By JENNIE RUCKER

Charlie Thomas has been farming the same land his entire life, but when he married Amy Campbell from Virginia in 1999, she brought her own ideas and ways of doing things, so together, they have created a well known and well respected Simmental operation. Their farm is south of Winston-Salem on Gumtree Road, actually in Davidson County. This has become a highly traveled road because so many people use it as a shortcut to other places. “We try our best to be good animal advocates and



Charlie and Amy Thomas

sometimes have to make some tough decisions just because our cattle are so visible to people driving by,” says Amy. She has even figured out that many people like to honk their horns daily as they drive by. “It’s their way of saying hi to the cows,” she says.

Well, their way of management and the care they take of their cattle have earned them accolades, both in the show ring and among producers across the southeast. TX Enterprises has raised and shown champions across the state and on a national level, including champion Simmental or Percentage Simmental female and bull at the N.C. State Fair many times. They have even shown the supreme champion at the fair in years past. The embryo transfer program at TX Enterprises is also top notch, with many of their donor cows being cattle they have raised. Charlie says, “Embryo transfer and buying eggs from proven donor cows got our registered herd farther and quicker than anything else we have done.”

One of their donor cows is TX Edge of Glory. They tried to purchase her dam, BWL Tinley 933D, but could not get that done, so they have purchased some eggs out of her instead. Charlie has served many terms on the N.C. Simmental Association Board of Directors,



This is a TX Rhianna daughter out of Cadillac with her Red Answer heifer calf.

and Amy has served as the junior advisor for many years. The N.C. Junior Association is small, and Amy wishes it could become more active, but it is so hard to get kids to gather for a meeting unless it is tied in with another event. Both Charlie and Amy have helped many kids walk into the show ring by lending them TX heifers to show.

Amy started showing cattle at the age of 11, but Charlie didn't

start until he was 21. They both truly enjoy it, and much of Amy's day still involves halter breaking and working with cattle for the possibility of future shows. Amy always starts out slow, haltering and then tying cattle in the barn overnight. She believes in feeding them on halter. "I want them to associate the halter with good things happening to them," she says. If they eat from the feed pan on halter, then she turns them loose. The next day she halters them again and feeds them. Then she works on leading them a little bit to feed or to water. She works them over and over again, always feeding them on halter. This method usually works well, as most of the TX heifers are awesome heifers for showmanship, standing quietly in the show ring.

Once the heifers are older and wiser about the show life, that is when they sometimes get lazy and stubborn. Amy and Charlie have an answer to that problem also. They raise stock dogs, and just one command gets the current dog to nip at the big heifer's heels to prod them into walking wherever Amy or Charlie wants them to go. Since Amy is usually working these cattle by herself, the dog is another indispensable helper. Charlie says that one time he was by himself in Louisville, and he was leading a heifer in each hand along with their paperwork to check them in. One of the heifers invariably balked, and Charlie just gave a quick command to his dog, Suede, and no more stubborn heifer. Charlie says

TX Enterprises continued on the next page

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TX Enterprises *continued from the previous page*



**Charlie and Amy Thomas
with TX Edge of Glory in Louisville.**

when people saw how efficient Suede was at helping, he said they had a list of people wanting to buy the next puppies out of her. Charlie says, “That dog was priceless.” The combination stock dog they prefer is an Australian Shepherd-Heeler cross.

The TX herd calves from September until April with a small gap in December. Of course, this helps with the different ages for showing, but the main reason for this long calving season is to keep the feedlot full of steers finishing at different times all year long. “There have been steers in that feedlot for as long as I can remember,” says Charlie. Since his father bought the land in 1945, that feedlot has been finishing steers for quite a long time. They usually kill around 25–30 a year, and most are sold by hanging weight on the rail. They do have a meat handler’s license, but most customers just pick the beef up at the abattoir.

The three main points that Charlie looks at when he selects a bull or a cow are calving ease, growth, and the “look.” The “look” is very important in the show ring, and one thing Charlie heard a judge say,

and he has found it to be true, is that the higher an animal’s neck comes out of their shoulder, the freer moving they are. When he mates bulls to his cows, he really doesn’t worry about calving ease. “There really is no calving problem anymore. You need to challenge your cows a little,” says Charlie.



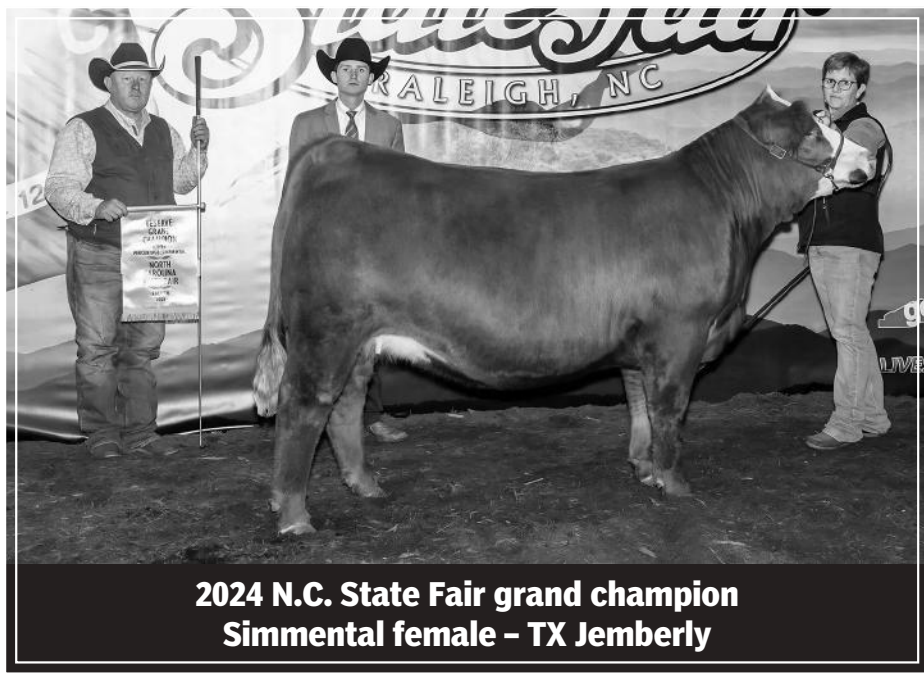
This bull is a Rushmore X Red Jewel bloodline.

“We also select by the cow power behind the bull,” says Amy. They have found that if you like what the cow is on the bull side, then you will like his calves. They believe the bull’s maternal background plays a huge part in their bull selection. They have only used one bull where they haven’t paid attention to his dam, and that was Leachman Cadillac, a red SimAngus bull. “He is an outcross to everything we have, and his calves have been consistent, and they get up and grow!” says Charlie. He says they are so consistent you can pick those calves out, and you can even breed him to heifers, and they will calve easily and then grow!

One of their management practices that works for them is they wean the calves off the first calf heifers at five months of age so those



This barn was built by the Amish and finished by the dividing panels and feed gates welded by Charlie.



**2024 N.C. State Fair grand champion
Simmental female – TX Jemberly**

heifers won't fall off so much during that hard time of their life. They also wean the heifer calves earlier than the bull calves to ensure they won't get bred while they are still on the side of their dams. They tag bull calves with blue ear tags and heifers with white tags. They put the month and the year calved along with the sire and dam on their ear tags.

Charlie and Amy are big believers in steering most bull calves. "We probably only keep five percent of our bull calves as bulls. I'm looking for a reason to put a band on bull calves," says Amy. "The bulls we keep are bulls that we wouldn't mind using ourselves." They usually keep around four to five breeding age bulls.

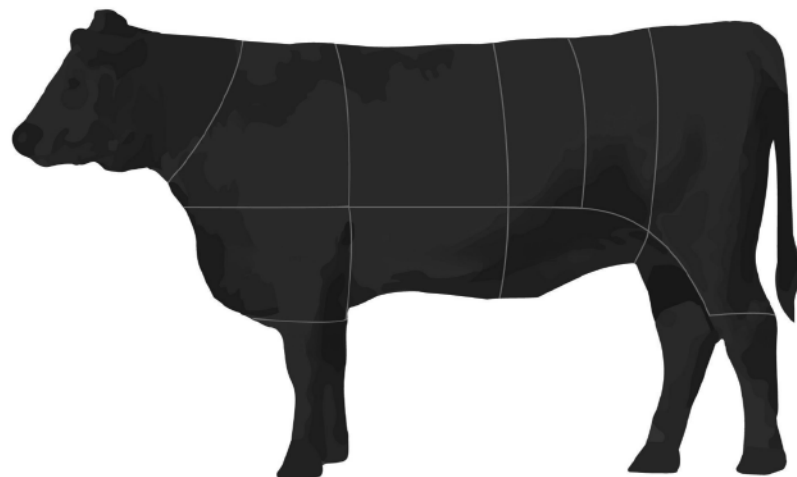


**2024 N.C. State Fair grand champion
Percentage Simmental bull – TX Hidalgo**

Hopefully, the Thomas cattle will get to walk around a show ring somewhere this fall. They will be offering some of their genetics at the Fall Harvest Sale on September 5 in Union Grove, and they always have cattle for sale. For more information on TX Enterprises, give Charlie a call at 336-575-5461 and follow them at TX Enterprises on Facebook.

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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.

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SPOTLIGHT on Simmental

Success Through SimGenetics

Long term success in the beef business depends largely on the continued support of beef consumers. The world demand for quality beef is high, and the American Simmental Association (ASA) is committed to providing consumers with safe, affordable, and tasty beef. SimGenetics refers to the varied populations of Simmental influenced cattle, including purebred Simmental, Fullblood Simmental, SimAngus™, SimAngus^{HT}, Simbrah, and any other Simmental hybrids. Follow the links in this section to delve deeper into the characteristics of each population. The following text highlights the SimGenetic advantage this group has gained collectively.

Through the years, American Simmental cattle have gained a reputation as a scientific breed. From the foundation of the Association, emphasis on performance data, progeny testing, and genetic evaluation has been the core of ASA's existence. ASA's Carcass Merit Program, feed conversion data, and calving ease research established Simmental as a beef industry leader, combining growth and carcass value with outstanding cow traits. ASA's research is backed by the most extensively documented genetics and the largest multi-breed database in the industry.

Focus on Carcass Traits – SimGenetic cattle are backed by programs like the Carcass Merit Program and the latest Carcass Expansion Program to increase the number of sire identified carcass records on genotyped cattle.



Focus on Feed Intake – Through an incentive for feed intake data, breeders can receive a 50 percent price discount on GGP-LD genomic tests in exchange for feed intake data on the same animal. Additionally, the ASA added a collection of individual feed intake and genomics to the Carcass Merit Program data. Both programs increase the number of feed intake records in the database on genotyped cattle. Building better genomic predictions on feed intake will allow all genotyped cattle to have a more accurate prediction of this vital trait.

Focus on Maternal Traits – Through a whole herd reporting program, Total Herd Enrollment (THE), the ASA has collected cow productivity for years — building a robust database for cow stayability — one of the most valuable traits to the cow-calf operations. The Cow Herd DNA Roundup (CHR), launched in 2017, has bolstered the number of whole herd genotypes on females — adding valuable genomic information for maternal traits, reducing bias due to selective genotyping, and ramping up the volume of genotypes in the genetic evaluation. Additionally, breeders stepped up to the plate and added over 42,000 mature weight records with BCS or HH since the CHR began. Through the CHR, breeders are returned genomically enhanced EPD, adding accuracy to their predictions similar to having a lifetime of calf records.

Commitment to Quality Genetic Predictions and Selection Tools – The science of genetic improvement is at the core of ASA's existence. Quality predictions start with quality records. In addition



to the above programs geared to add carcass, feed intake, cow herd data, and genomic records, the majority of the data entering into ASA’s database come from breeders reporting on the whole herd (through THE) — ideal for contemporary group comparisons.

As of January 2019:

- 5.6 million animal records in ASA’s database
- 121,069 active cows enrolled annually in Total Herd Enrollment
- Over 77,000 genotyped cattle

Backed by the World’s Largest Multi-breed Genetic Evaluation in Beef Cattle – International Genetic Solutions (IGS) facilitates the collaboration of like minded breed associations with genetic evaluation and improvement of beef cattle. IGS’s multi-breed genetic evaluation system has the distinction of being the world’s first and the world’s largest. In May of 2018, ASA published a full suite of EPD with a revolutionary change to the evaluation, dubbed the IGS Multi-breed Genetic Evaluation powered by BOLT. Leveraging software developed by Theta Solutions, the IGS science team revamped the genetic prediction models to better estimate EPD, added single step genomics, and gained a more accurate accuracy, all while performing weekly evaluations for the collective IGS breed associations.

As of January 2019:

- 17.6 million animal records in the database from 13 different breed associations
- 375,000 new animal records are added annually
- 190,017 genotyped animals in the database



Simmental Genetics Gets a Larger Piece of the Market Share in Recent Years – The emphasis on science, data collection, and commercially valuable cattle has placed SimGenetics in a sought after spot in the beef industry. According to the National Association of Animal Breeders, Simmental influenced bulls rank second for semen sales compared to all other beef breeds. In recent years, not only have semen companies sold more units of SimGenetics semen, but the percentage of semen sold in the U.S. from Simmental bulls has grown by 33 percent. This translates to Simmental getting a bigger piece of the semen sales pie.

Table for Calculating Percent Simmental								
Parents	0	1/8	1/4	3/8	1/2	5/8	3/4	pb
0	0	0	1/8	1/4	1/4	3/8	3/8	1/2
1/8	0	1/8	1/4	1/4	3/8	3/8	1/2	1/2
1/4	1/8	1/4	1/4	3/8	3/8	1/2	1/2	5/8
3/8	1/4	1/4	3/8	3/8	1/2	1/2	5/8	5/8
1/2	1/4	3/8	3/8	1/2	1/2	5/8	5/8	3/4
5/8	3/8	3/8	1/2	1/2	5/8	5/8	5/8	3/4
3/4	3/8	1/2	1/2	5/8	5/8	5/8	3/4	pb
pb	1/2	1/2	5/8	5/8	3/4	3/4	pb	pb

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	

For more information
about your breed’s Spotlight Issue, contact:
THE CAROLINA CATTLE CONNECTION

P.O. Box 1207 • Cary, NC 27512
919-552-9111 • mail@nccattle.com

ASHLEY'S

❖ BEEF CORNER ❖

Beefing Up Our Connections This Summer

By ASHLEY HERRING, N.C. Cattlemen's Beef Council



This summer, the N.C. Beef Council has partnered with the Virginia Beef Council, Kickback Jack's, and Certified Angus Beef to promote beef through a targeted digital advertising campaign designed to reach consumers where they are making dining decisions.

Running from June 20 through August 15, the campaign utilizes Google Maps advertising to connect with consumers searching for restaurants and meal options in their area. Through the promotion, users will see a short video advertisement highlighting beef and

be encouraged to search for participating restaurant locations near them.

The campaign will feature Kickback Jack's restaurants across North Carolina and Virginia, directing consumers to locations that serve Certified Angus Beef products. By leveraging Google Maps, the campaign reaches consumers at a key point in the decision making process — when they are actively looking for places to eat.

This partnership allows beef checkoff dollars to be amplified through collaboration with neighboring state beef councils and industry partners. The campaign showcases high quality beef menu items while increasing visibility for restaurants that feature beef as a centerpiece of the dining experience.

Digital promotions like this help keep beef top of mind with

UNION COUNTY

Performance Tested Bull Sale

December 5, 2026 • 12:00 noon
Simpson Special Events Center • Monroe, N.C.

BREEDS
Angus - Simmental - SimAngus - Gelbvieh - Balancer
Also selling a select group of breeding-age heifers



Tired of buyers grading your calves short, traveling long distances to find your bull won't perform on fescue, or just not getting the growth you need? Then try us! Union County has a tried and tested group of consignors that stand behind their bulls and don't breed off fads. We breed our bulls to fit the needs of our buyers here in the Southeast, not off a Midwest breeding program.

Contact: Greg Little
704-219-1294

HOW ADS WORK

We use images from your website & social media

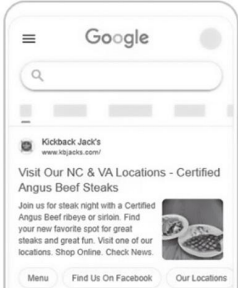
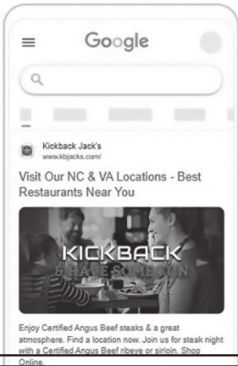
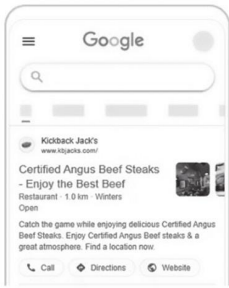
Google Maps shows your business to customers

Ads appear on relevant searches in your area

Customers can get driving directions, visit your website, or call

Google then reports on how many people visited your location

PREVIEW OF AD CREATIVE





consumers during the summer dining season and reinforce beef’s place as a flavorful, versatile choice whether families are dining out or preparing meals at home.

Producers can help extend the reach of the campaign by engaging with N.C. Beef Council social media posts throughout the summer and sharing participating Kickback Jack’s locations with friends, family, and customers.

The N.C. Cattlemen’s Beef Council continues to invest in innovative marketing efforts that drive beef demand and strengthen consumer confidence in beef products produced by cattle farmers and ranchers across the country.

Closer to home, the N.C. Beef Ambassador Program was well represented at the 2026 N.C. FFA Convention, where ambassadors spent time engaging with high school students from across the state and promoting the beef industry.

Throughout the convention, ambassadors shared their personal experiences as advocates for the cattle industry, discussed opportunities available through the N.C. Beef Ambassador Program, and answered questions about beef production and careers within agriculture. Their presence provided students with a firsthand look at how young leaders can play an active role in educating consumers and promoting North Carolina’s beef community.

The N.C. Beef Ambassador Program equips participants with the knowledge and communication skills needed to effectively tell the story of beef production. Ambassadors serve as representatives of the industry at educational events, consumer outreach programs, and agricultural activities throughout the year.

Events like the N.C. FFA Convention offer a valuable opportunity to connect with future agricultural leaders and encourage greater involvement in the beef industry. By sharing their experiences and passion for agriculture, the ambassadors helped strengthen awareness of the important role cattle producers play in feeding families and caring for natural resources.

The N.C. Cattlemen’s Association and N.C. Beef Council appreciate the efforts of these young advocates as they continue to build relationships with the next generation of producers, industry professionals, and agricultural leaders. Their work helps ensure that the voice of the beef industry remains strong for years to come.

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* Study conducted by Auburn University – J. Gard, D. Taylor, R. Maloney, M. Schnuelle, S. Duran, P. Moore. Preliminary evaluation of hypochlorous acid spray for treatment of experimentally induced infectious bovine keratoconjunctivitis. The Bovine Practitioner. 2016.

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❖ AMAZING GRAZING ❖

Take Time to Develop a More Resilient Forage System

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



As we continue to suffer the impacts of drought across the region, it is a good time to think about how you might improve your system for producing and utilizing forages. Your homegrown forages are the base for profitable beef production, especially at the cow-calf level. Efficiently growing forages and getting most of the production down the throat of a cow is of critical importance to dealing with natural variation in growing conditions.

How you might improve your system to make it more resilient will depend on what you already have and what intensity of grazing management you currently use. First, let's consider improving the diversity of forage species used.

In most of the Carolinas, beef cows will be maintained on a cool season base, usually Kentucky-31 Tall Fescue. This is a really tough plant, but it has two major shortcomings. First, it contains toxins that reduce dry matter intake and growth rate in beef cows and their offspring. There are also other influences of the toxins, including poor circulation of blood to the reproductive tract, reducing the level of nutrition the unborn calf receives, and dramatically increasing the impact of heat stress on cow comfort.

Additionally, Kentucky-31 tall fescue is a cool season plant, so it prefers the environmental conditions in spring and fall, with only slow growth in summer. If you have a lot of rainfall, then it may grow pretty well through the summer, but when it turns dry, it goes semidormant and waits for cooler weather to take off again.

As you think about how you can improve your system, consider converting some of the toxic KY-31 to novel endophyte tall fescue — which is non-toxic. Also consider converting some to a warm season grass, either a native species like switchgrass or introduced species like bermudagrass or bahiagrass. A system I really like for the Piedmont is 70 percent tall fescue and 30 percent warm season grass. Of course, the ideal mix will depend on your land and your management and how susceptible you are to fescue toxicosis problems.

There has been a lot of interest in the native warm season grasses in recent years, in part because of their low need for added fertility and in part for their summer production. Many farmers have seen success with switchgrass, big bluestem, Indiangrass, and gammagrass. All of these require considerable management to establish, but stands can last many years, and they are very deep rooted and drought tolerant. These species are sensitive to continuous heavy grazing, so keep that in mind; they require a high level of grazing management to persist.

As you consider warm season forage options, don't forget about

bahiagrass and bermudagrass.

Like native warm season grasses, bahiagrass requires low levels of fertility, and it also

tolerates a lower level of grazing management to keep stands healthy.

If you have a lot of nitrogen and other nutrients available — such as from poultry litter or other manure nutrient source — then consider bermudagrass. It is highly productive and will potentially produce more than any other species of grass we have available as long as you feed it nutrients. Bermudagrass is especially productive on land with a higher sand content. Establishing any of the warm season perennial options is challenging and slow, but once they are established, they provide a real advantage in hot weather because they use water more efficiently.

Strategic use of warm season annuals, including improved crabgrass, sorghum-sudan, millet, or cowpeas in summer, and ryegrass, small grains, or cool season annual legumes in winter, is a good way to plug some holes expected in the forage system. With typical conditions, many forage specialists recommend no more than 10–20 percent annuals in any system.

If you are in the Coastal Plain, then you may have the opposite problem — too much dependence on bermudagrass, with little production for half the year. Part of the bermudagrass acres in these systems are typically overseeded with a winter annual like ryegrass or small grains to extend the grazing season. This makes a great system, but when it is dry in autumn, the winter annual will not be very productive, so they will primarily provide grazing starting only in late spring.

Because of the unpredictability of annuals, these systems would benefit from a perennial species with a longer and more predictable forage season. If you have some heavy land where bermudagrass does not excel, then planting some tall fescue might benefit you. If



you only plan to graze the fescue during the cool season, then Kentucky-31 might work, but we would usually recommend one of the novel endophyte tall fescues, which will perform as well, with moderate management, while not causing any toxicosis problems.

As I wrote earlier, bermudagrass really needs a high level of fertility to persist and remain productive. If you have thinning bermudagrass stands, then it is possibly due to low fertility, with potassium often being the limiting nutrient. If you don't have the inexpensive fertility to maintain these bermudagrass stands, consider renovating to bahiagrass which will need lower fertility inputs and likely will be more productive than bermudagrass on heavy soils.

Modifying the species in your production system is powerful, but it is expensive and takes a number of years to implement. The second major thing to consider in developing a more resilient forage system is to improve your grazing management. Nearly all plants (even bermudagrass) will do better if they are allowed to rest between grazing bouts. Additionally, the more intensive the grazing management, the more of the forage you grow goes into the cow. With continuous grazing, only about half of the forage is consumed, whereas with a rotational system, it is more like 75 percent.

Many of our farmers are currently overstocked due to the high price of cattle. This is a real problem when the weather turns dry and pastures don't grow. Implementing a rotational grazing system has the potential to turn an overstocked farm into an understocked farm. If you have considered improving your grazing management system,



now is a great time to start, as you will help the plants survive the current drought, improve the productivity of the pasture next year, and tame the cattle considerably, improving their overall production.

Many farmers shy away from improving their grazing management because they perceive it will take a lot of extra work with minimal benefits. First, the benefits are huge, so don't ignore them. Like anything worth doing, stepping up your grazing management does take some effort, but it is great exercise and gets you out with the cows more, which is what most of us are after anyway.

Once you get past the mental barriers and start dividing large pastures that first time, you will see the benefits, and you will be hooked. It is pretty simple to make that first pasture division, and once you get started, you can intensify your management to the level that fits your abilities and lifestyle.









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Have You Herd

Built on Trust – How BQA Protects Cattle, Carcasses, and Consumers

By SAVANNAH HAUSER, N.C. State University -- ANS 402 Beef Management

As consumers, we expect the meat we purchase and eat to be safe and high quality, right?⁸ Beef Quality Assurance (BQA) was created to help ensure that these expectations are met.² Since its inception, BQA has become one of the most influential foundations for shaping modern cattle production, linking animal welfare, food safety, and consumer trust into a single, nationally recognized program. The BQA program was developed through a partnership between producers, veterinarians, and industry organizations to establish science based practices that improve cattle care and beef quality.²

Over the years, the program has expanded to include “best practices around cattle handling, facility management, cattle transportation, good record keeping, and protecting herd health.”² These guidelines help producers reduce stress on cattle, prevent disease, and improve overall management practices. As a result of these guidelines, the program benefits both cattle and producers while helping to ensure the beef entering the food system is safe and high quality.

Today, it is very important to maintain an active BQA certification. “The full beef supply chain is leveraging the program to ensure our commitment to food safety, cattle well being, and beef quality.^{2,7}” The National Beef Quality Audit (NBQA) is a thorough assessment of the beef industry’s efforts to enhance meat quality. Conducted every five years since 1992, the NBQA evaluates the industry’s progress on numerous production practices that directly influence consumer demand for beef.¹ The BQA program was created in 1987, and the first NBQA (National Beef Quality Audit) was done shortly after that in 1991. Figure 1 shows which qualities were important when BQA was created compared to the most recent audit in 2022.¹ This highlights how evolving expectations place greater emphasis on standardized, welfare focused production practices like those promoted through BQA.¹

When thinking about BQA and its role in improving cattle welfare and meat quality throughout the production process, the first thing that comes to mind is low stress handling and how it benefits animal health while directly influencing meat tenderness and overall product quality.³ Low stress handling reduces fear and agitation, which in turn lowers the release of stress hormones such as cortisol and adrenaline. Physiological responses that can compromise immune function and negatively affect carcass quality.³ By keeping cattle calm, producers help maintain normal muscle glycogen levels, which supports proper

pH decline after slaughter and reduces the likelihood of dark cutters, a major quality concern identified in the National Beef Quality Audit.¹ Calm handling also decreases the risk of bruising and injury during movement and transport, issues that Colorado State University Extension notes are strongly linked to rough handling and poor facility fit.⁹ Together, these factors contribute to more tender beef, fewer carcass defects, and improved overall product consistency.

Requiring BQA certification is often supported because it would create consistent and uniform production standards across the beef industry. While many producers voluntarily complete the BQA training, participation is inconsistent, and not all operations follow the same science based guidelines.² Making BQA certification mandatory would help us ensure that all cattle are raised and handled according to the science based guidelines and practices that prioritize

INDUSTRY PRIORITIES, RANKED BY IMPORTANCE, 1991 VS. 2022

1991	2022
External Fat	Food Safety
Seam Fat	Cattle Genetics
Overall Palatability	Eating Satisfaction
Tenderness	Weight and Size
Overall Cutability	Visual Characteristics
Marbling	Lean, Fat and Bone

Figure 1. Comparison of industry priorities in 1991 and 2022, illustrating a shift from carcass composition traits (external fat, seam fat, cutability) toward modern concerns such as food safety, genetics, eating satisfaction, and cattle size.¹

Have You Herd continued on the next page

Have You Herd *continued from the previous page*

animal welfare, food safety, and proper cattle handling. This kind of consistency across the supply chain helps build trust with consumers and gives them more confidence in the beef they’re buying.¹¹

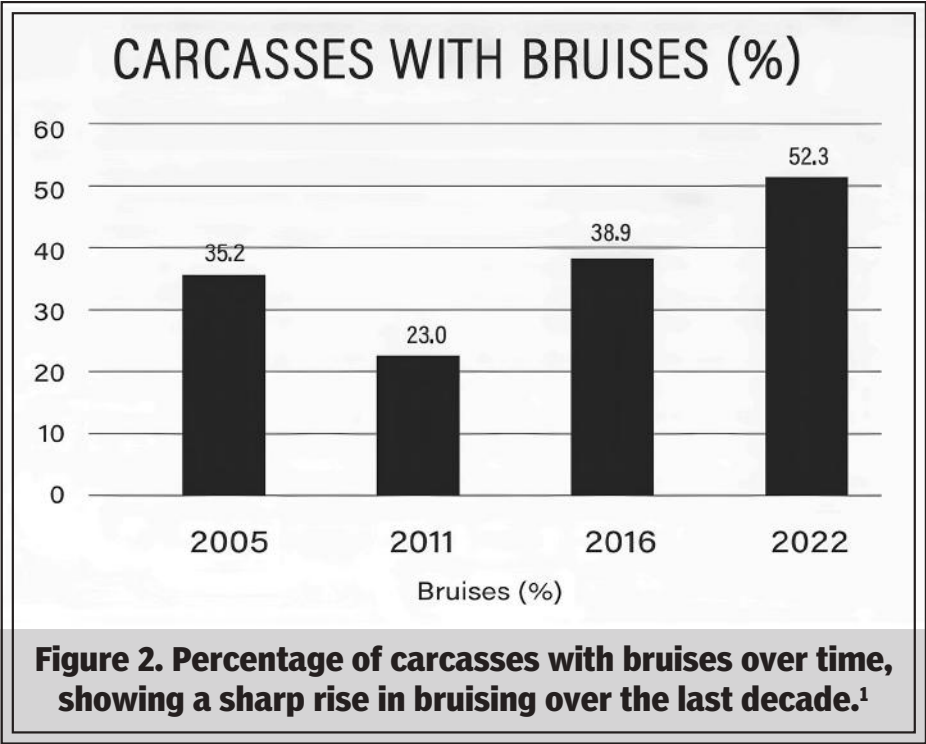
Figures 2 and 3 show the increase in carcasses with bruising and the percentages of bruise severity.¹ Looking at Figure 3, you can see that the minimal bruise severity has gone down, but major bruises have gone up.⁹ This trend likely reflects inconsistencies in the standard of care across operations.

Requiring BQA certification would give the industry a consistent baseline for how cattle are handled, transported, and managed, instead of leaving each operation to decide what “good enough” looks like. Beyond improving facility fit and reducing bruising, a mandatory program would also standardize record keeping, treatment protocols, and withdrawal times, which are all areas where inconsistency can create major food safety risks.^{4,12} A regulated system could function much like pesticide applicator licenses or state livestock movement permits, where producers must show proof of certification before selling cattle through markets or entering them into feedlots.⁵ By tying certification to points of sale rather than ownership, the industry could ensure broad compliance, improve animal welfare, and strengthen consumer trust in the safety and reliability of the beef supply.

Beyond handling and facility design, BQA also establishes standards for antibiotic management, transportation practices, and accurate treatment records.^{2,4} When these practices are followed correctly, they reduce contamination risks, improve animal condition at harvest, and provide verifiable health documentation. All of which directly strengthen food safety and consumer confidence. These areas directly influence food safety and consumer confidence, yet they are often applied inconsistently across operations. If BQA certification became mandatory, the industry could implement it and enforce it through market based checkpoints. Livestock auctions, backgrounders, and feedlots could require proof of certification before accepting cattle, similar to how pesticide applicator licenses or livestock movement permits function in other agricultural sectors.⁵ This approach would not restrict who can own cattle, but it would ensure that any animal entering the food chain has been raised under consistent, science based standards.²

In addition to these areas, BQA strengthens everyday management by emphasizing worker training, environmental responsibility, and herd level biosecurity practices that protect both cattle and the surrounding community.² Proper employee training ensures that everyone handling cattle understands low stress techniques, safe equipment use, and emergency procedures.³ Environmental guidelines help producers manage manure responsibly, protect water sources, and maintain pasture health — factors that influence both animal well being and public perception of the beef industry.⁶ BQA’s biosecurity recommendations also reduce the risk of disease spread between herds, which is especially important in today’s highly interconnected cattle markets.⁵ These components highlight BQA’s larger goal of promoting responsible, sustainable cattle production.²

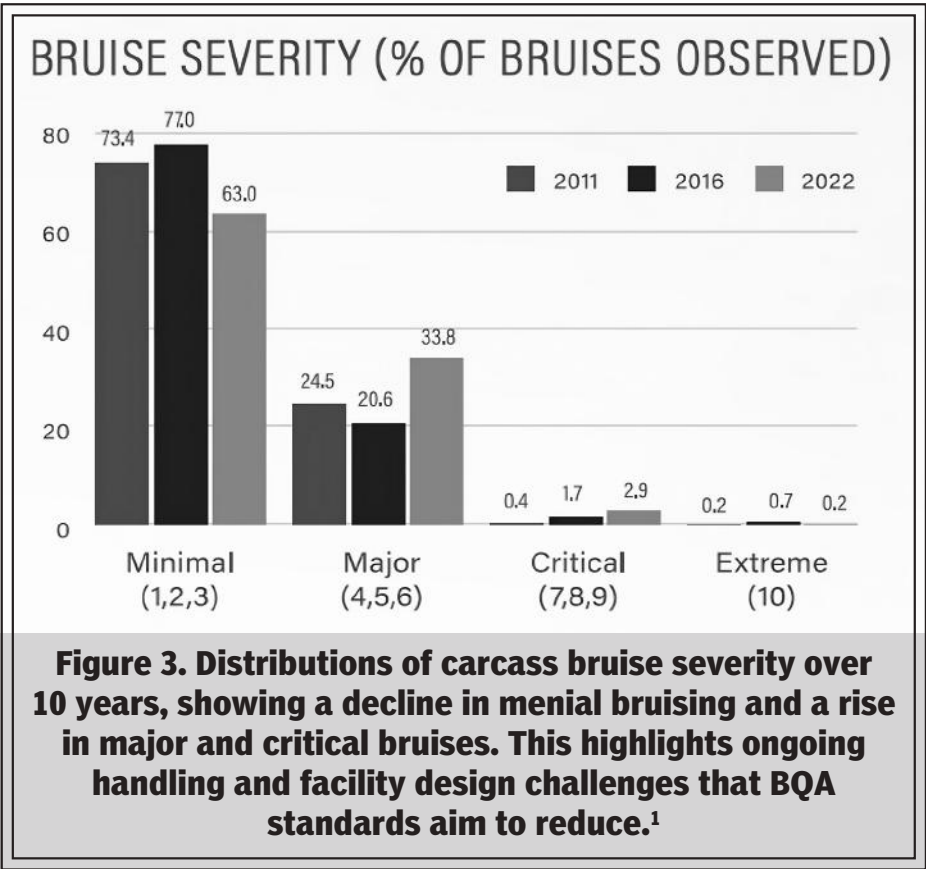
Overall, BQA provides the evidence driven standards needed



to protect cattle welfare, improve carcass quality, and strengthen consumer trust. Making certification mandatory would ensure these standards are applied consistently across the industry, supporting a safer and more reliable beef supply.

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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 Savannah Hauser are not necessarily those of N.C. State University or Dr. Carrie Pickworth.

COWBOYS FOR CHRIST



THE CHAPLAIN'S CORRAL

"Wagons, Ho!"

By BILLY CHRISTOL, *Cowboys for Christ Chaplain*

Every cowboy hat tells a story. I want to tell them and help create new ones.

Remember those old western movies? They live in my hearts! Morning light breaks as wagons begin to creak. Women are waving goodbye as men mount their steeds. Anticipation fills the air. Suddenly, the wagon master stands, raises his iconic hat, and yells, "Wagons, ho!"

Whether it be a Disney adventure or a John Wayne movie with my dad, a good western was the best. Hollywood made "Wagon's Ho!" timeless. An unforgettable journey was about to begin. That moment when the planning is finished, waiting is over, and they are ready to go. The same is true for us. Yet sometimes the journey takes an unplanned direction.

I lost my father a couple of years ago. Wayne Christol was a great man. He was always "ready to go." As a child, he really wanted to be a cowboy! As a teenager, he spent summers in Arkansas with his brother training horses. He loved it, but life took a turn. Vietnam loomed dark over his generation. He was called, but to Korea. The good news is that the Army gave him his favorite nickname — "Cowboy."

While mourning my father, I rediscovered his old hat. It hit me hard — a noble, tall brimmed, Vaquero style straw hat. It truly stirred something in me. Just like that, Cowboy culture was reinvigorated from my childhood — old movies, rodeos, and best of all, hat shaping. I said, "I can do that!" Well, I thought I could. I tried building wood blocks and failed, foam blocks and failed. I bought wool hat blanks to shape and failed, sweatbands and failed. I'm not accustomed to failure.

That struggle brought me back to my true source, Scripture. Suddenly, Philippians 3:13b,14 stood out — "...forgetting what lies

behind and straining forward to what lies ahead, I press on toward the goal for the prize of the upward call of God in Christ Jesus."

I'm a pastor, and I had forgotten my first passion — my call to the ministry. I should know better. Everything in this journey had been about me. I knew it was time to move forward, but with the Holy Spirit! I could combine my passion for ministry with cowboy culture. So, "Wagons, Ho!"

The initial idea was simple. Fix up old hats and sell them and use the money for ministries that I partner with — a food bank and ministry for underserved kids. They need all the help they can get. I'm early in the process, but God is moving. Best of all, I can use this ministry to help underserved people, enjoy cowboy culture, and celebrate my dad's memory at the same time. I've named this project after him — Wayne Works.

This is where you come in. We need your help. Most cowboys have an old, unworn hat lying around. I would love to clean it up, reshape it, and put it to good use to create a new story. Like in Philippians 3, we want to move our faith forward.

I live in the Ringgold, Ga., area. You can reach out to me at 423-847-5768. I would love to meet or talk with you. You can also mail it to me at:

74 Kaylor's Cove Circle
Ringgold, GA, 30736

If you have any questions, please don't hesitate to call. I would love to hear your hat's story.

Thank you for spending a few minutes with me. Whatever season of life you're in, don't stay camped when God has called you to move. Trust His leadership, enjoy the journey, and when He gives you the word — Wagons Ho!

E.B.'s VIEW FROM ❖ THE COW PASTURE ❖

Phone Call at Night – The Fence Is Gone

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

In my last article, I told you about a bad storm that came through here. Well, two weeks after the storm hit, the telephone rang around 11:45 p.m. When your phone rings at this time of the night, it is usually not a good sign. On the other end was James Williams, a volunteer fireman who lives here in the community. Most of you probably know him. He is the Vermeer dealer for the North Carolina and Virginia area.

James went on to tell me that someone had run through my fence and taken out a good section. It starts about where the light line comes onto Otis Clark Road and goes all the way to the feed bunks. The area he described was about 300–400 feet. He said the posts were gone or broken off and all the wire was on the ground or gone. We have a set of feeding heifers in this section of ground.

Shane and his family live just the other side of the creek, but it just so happens they were at the beach. James said he would be there to help me with whatever needed to be done.

I put some fast fence on reels and step-in posts in the truck and headed on down there. When I arrived, there were three Warren County deputy sheriffs, N.C. Highway Patrolman Alan Sweeny — another volunteer fireman who most people call Junior — and James.

Whoever was driving the vehicle — a white Cadillac Escalade — had come off the road. There was no right rear tire, and the wire wrapped around the left wheel. An 8'6" treated post was driven all the way through the engine compartment from grill to firewall. I would say it came within an inch of going through the firewall. The front end had pushed three gates up to the concrete feed bunk on the



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A black and white photograph showing the front of a white Cadillac Escalade. A large, tangled mass of wire is wrapped around the front left wheel and extends into the engine compartment. A wooden fence post is visible protruding from the front of the vehicle.

A 8'6" treated fence post shoved through the engine compartment will stop it every time.

brace pole. I wasn't altogether awake, but lying up on the hood was a wad of high tensile slick wire and a Geo Tek white fiberglass post. If I had been thinking clearly, I would have known there was no high tensile woven wire where the driver came down the fence. Also, all the posts were wood. None of that was on the hood of his truck.

We got the temporary fence fixed to contain those cattle for the night. The tow truck came to get the vehicle. Just as he was fixing to load it, I asked him to hold on while I got those white posts off the hood. I could use the ones that were not torn up. We got them off.

The next day I was doing the feeding. The first place I usually go to is the Walker Hill Farm to check the calves. When I finished feeding the cattle at Walker Hill, I started heading back to the farm on Pete Harris Road. A lot of you know this place. It's where we hold the Warren County Cow Pasture Annual Farm Equipment Spring Consignment Sale. I was headed east, and when I got about even with the radio station tower, I looked off to my right and noticed there was no fence there. It was all gone — approximately 500 yards of it. I thought to myself, "Wake up, E.B.!"

I stopped and looked at it. Whoever took that section out had come off the curve and gone up the embankment, got off to the center of the fence, and drove right down it, taking down all the wood and fiberglass posts and wire.

I thought, "Wait a minute. That's where that high tensile wire and white post on the hood came from." The person came down Pete Harris Road, ran off the road, hit the fence, took up the fence, and drove east another 1/2 mile, crossing Hwy. 58. Thank goodness no one was coming because I am pretty sure he did not stop at the stop sign. They went another 1/2 mile, where it appeared he spun out in the road in front of the next farm, drove on to what we call the Longbranch Farm, went off the highway onto the dirt road, and took out that fence.

He was two for two Friday night through Saturday morning and still walked away from the wreck. He was not there when the Highway Patrol got there, but they knew who he was. They went and got him and put him in the clink.

The next day, I called the highway patrolman who investigated the wreck on Friday night. I told him what appeared to have happened on Pete Harris Road, and that was where the white post on the hood of the vehicle had come from. He said he would go put him in the clink again if he was out.

I only have two things to say. First, my Daddy used to say nothing good happens after 11:00 at night, so be at home unless you are working. The second thing is whatever he had put in his body; I want to make sure I don't get any because it appeared he was sure zombified.



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Focus on Forage

Fall Armyworm Management for Pastures and Hayfields

By BRIAN BEER, LILIANE SILVA, AMBER STARNES, and LEE VAN VLAKE, *Clemson University*

It is time for hay and livestock producers to consider the prevention and control of fall armyworms in pastures and hayfields. The fall armyworm, *Spodoptera frugiperda*, is known as a chronic pest in the Southeast region of the United States. Climates in South Carolina and North Carolina favor their development due to hot, dry summers being typical. Generally, fall armyworms are most numerous in late summer and early fall, but in some years, they can start occurring in late June. The caterpillars feed on a variety of forage crops, such as bahiagrass, bermudagrass, pearl millet, and sorghum, but the most damage is usually seen in lush, green forage stands.

Fall armyworms are susceptible to cold, making late summer/early fall prime time for their development, which means this is also the prime time to prepare for the prevention and control of an invasion. Often, this pest is present but goes undetected because of the initial small size of the larvae. Mature caterpillars cause the most damage because of the vast amount of foliage they consume, and damage may often appear overnight. Damage varies in appearance and severity according to the length of time that the caterpillars were feeding, but also with some visual distinctions regarding the type of grass and management practices used. In a pasture situation where the grass has been overgrazed, the grass may seem to thin out and develop brown spots. All tender green material may be removed in hayfields, leaving only tough stems a few inches long. Established, healthy bermudagrass is rarely killed by a single infestation of armyworms. Still, the complete defoliation caused by severe infestation weakens plants and deprives livestock of pasture or a hay producer of hay cutting. Fall armyworm damage on newly established forages can be a more severe situation. The crops can be severely stunted or killed if fall armyworms feed too far down on these plants. Most commonly, fall armyworms forage during early morning and late afternoon, when temperatures cool down, making this the recommended time to scout the fields for the pest or signs of damage.

Scouting hayfields and pastures should begin in June. While scouting, the following descriptions are stages of the fall armyworm that you may notice. Fall armyworm eggs are creamy white and dome shaped with a flat base. Eggs are laid in clusters of 25 to 100, with a single adult female moth laying as many as 2,000

eggs on lower leaf blades. The egg clusters will have a hairy/fuzzy appearance. The newly hatched larvae are light green to cream colored with a dark head capsule. The newly hatched larvae are tiny and often go unnoticed. As the larvae develop, they become darker with light colored lines down the side of the body. The head capsule will be dark with a light colored inverted Y marking on the front. Another identifying mark will be the four dots on the next-to-last abdominal segment. Once fully grown, the larva measures about 1½ inches long.

Large armyworms frequently disappear almost as suddenly as they appeared, either burrowing into the ground to pupate or migrating in search of food. The adult fall armyworm is an ash gray moth with a 1½ inch wingspan. It will have whitish spots near the tip of the front wings, and the hind wings are whitish with narrow brownish wing edges. With the rapid rate of development of the fall armyworms during late summer/early fall, it is not uncommon to get five or more generations produced each year. Generations can overlap, but most of the fall armyworms in one area will be similar in life stage development, making damage seem to come in waves that follow the cyclic development of the fall armyworms. Some signs that indicate fall armyworms are cattle egrets and/or geese feeding in concentrated areas, foliage that has been chewed on the underside only, and forage that appears to be ‘frosted.’ Once damage becomes more severe, the field will have dead spots appear. It also pays to notice the condition of your neighboring fields, in that this pest will sometimes invade an area in search of food once an adjacent field has been defoliated.

Scouting pastures and hayfields can help detect fall armyworm infestation before it causes economic damage. If fields are already damaged from fall armyworms, these fields should be closely monitored to determine if control is necessary at that time and for the rest of the season. If a pasture or hayfield has been heavily damaged, fertilize as recommended to allow for growth to occur, whereas a severely damaged field may need to be rested.

If you detect fall armyworms, there are certain insecticides that are labeled for pastures and hayfields that can be used for treatment. The decision to control fall armyworms is determined by the threshold for control and the stage of the fall armyworms. A population of 2–3 or more fall armyworms per square foot is

a reasonable treatment threshold. As with other pests, timing is essential. Apply insecticides early or late in the day because fall armyworm larvae are most active at these times. Below is a link with insecticides labeled for fall armyworms. As always, read the label before use to ensure proper precautions are taken, such as any grazing or haying restrictions, and to ensure the product will treat the intended target. Pay attention to the residual activity of the products labeled for use and prefer those with high residual activity. Remember that multiple generations of fall armyworms may be developing in an area simultaneously (adults, larvae, eggs), and their life cycle is about three weeks from hatching to pupating. A second insecticide application to the same field may be needed 7–10 days after it was first treated, depending on the level of infestation and the control achieved after the first application was conducted. Always evaluate the effectiveness of the first application control to

determine if a second may be necessary; remember that, depending on the level of damage caused to the plants, it can compromise the plant's ability to regrow and persist in a field.

For specific recommendations and further assistance, please contact your local Livestock and Forages agent. More information can be found at www.clemson.edu/extension/agronomy/pestmanagement21/2021pmhpastureinsectcontrol.pdf.

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Soybean Hulls Can Supplement Forages

By AARON BERGER, Nebraska Extension

As drought conditions persist, cattle producers should consider feed resources that can complement low quality forage. One of the major co-products of soybean processing facilities is soybean hulls. These can be sourced either loose or as pellets. Soybean hulls are light and fluffy and thus are often pelleted to increase bulk density and ease of handling and transport.

Soybean hulls run around 90 percent dry matter and 12 percent crude protein but can range from 9 to 14 percent crude protein depending upon the source. Soybean hulls in cattle diets have been shown to have an energy value of 64–80 percent total digestible nutrients, depending upon the other sources of feed in the diet and the total amount of soybean hulls that are fed. In a forage based diet, when supplemented at 0.5 percent body weight, soybean hulls have been shown to have an energy value nearly equal to corn, or as high as 80 percent total digestible nutrients on a dry matter basis. Feeding soybean hulls at 20–30 percent of the diet on a dry matter basis appears to often be an optimum level of inclusion.

Because soybean hulls are low in lignin, the cellulose is highly digestible in the rumen, and fermentation rates are rapid. This also means that when soybean hulls are fed at a high percentage of the diet, bloat can be an issue. When fed at higher levels as a percent of the diet, with limited long stem forage, the small particles present in the soybean hulls pass rapidly through the digestive tract. This results in a reduction in the amount of time that soybean hulls spend in the rumen, impacting the effectiveness of rumen microbes in breaking down and utilizing the fiber as an energy source. Long stem forage or other lower quality roughages serve to slow the rate of passage and increase the amount of time soybean hulls spend in the rumen, thus increasing the fiber digested.

When comparing soybean hulls to other feed resources, compare them on a price per pound of dry matter nutrient — protein and energy — in the diet that will be consumed by the animal. Soybean hulls and pellets are quite palatable and are readily consumed, making them an excellent component of creep feeds and diets for calves at weaning. Because the energy in soybean hulls is from highly digestible fiber, they are an excellent complement to forage based diets.

They fit especially well in situations where medium-to-low quality forage is the primary feed source. Because of their nutrient profile, one pound of soybean hulls on a dry matter basis could replace 1.5–2.0 pounds of low to medium quality hay, providing a high quality fiber based energy and protein source that can be utilized to enhance the ability of rumen microbes to utilize forage resources. Soybean hulls tend to have a “synergistic effect” when fed to cattle with free access to medium to low quality forage. This means that it doesn't replace on a 1:1 basis the forage cattle are consuming and will, in many cases, actually increase the total dry matter consumption.

You Decide!

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

You Decide: How Good Is the Job Market? As a professional economist, I look at volumes of data to understand what is happening in the economy. But if I could only look at one piece of this information, I would focus on the job market for two reasons. First, the job market reflects the strength of businesses. Typically, businesses hire when economic times are good, and they fire when economic times are bad or uncertain. Second, the strength of the job market is key to the economic well being of most households. With some exceptions, such as retirees, the earnings from jobs are essential to enable households to meet their financial needs for ongoing happiness.

In this column I examine the status of North Carolina's job market, including comparisons to the national market. My analysis is for recent years, specifically from 2021 to 2026.

The first data points involve job growth. North Carolina has done well in adding jobs. From 2021 to mid-2026, the number of jobs in the state increased by over 500,000, an 11 percent gain. North Carolina's percentage gain was ahead of the national job gain, and the state ranked in the top five of states in percentage job growth. The unemployment rate in North Carolina is also typically lower than the national jobless rate.

Now let's look at job earnings. Average weekly job earnings in North Carolina are lower than the national average weekly earnings, with the most recent North Carolina weekly average being 9 percent under the average national weekly earnings.

But there's an adjustment that needs to be made to this comparison. It's the fact that North Carolina's cost of living is slightly lower than the national cost of living. According to the most recent data, the average cost of living in North Carolina is 6.5 percent lower than the national average. This means each dollar in North Carolina buys more than a dollar spent in the nation. When this factor is recognized, average North Carolina weekly earnings are only 2.5 percent less than the average national weekly earnings.

A big issue in the economy during the last five years has been inflation, which is simply a condensed way of saying the cost of living is rising. While inflation is a national issue, it can vary by region and state. The inflation rate in southern states is slightly lower than the national rate. Since North Carolina is part of the southern region, this means inflation is lower in the state compared to the nation.

One benefit of being in a region with a more moderate inflation rate is that increases in worker earnings have a better chance of staying ahead of prices. Indeed, examining the numbers shows the average worker in North Carolina during the last five years was more likely to see pay increases keep pace with price increases than the

average worker in the nation.

Thus far in this column I've looked at the North Carolina economy in total. But such a view hides the internal changes ongoing in the state economy. Anyone who is familiar with North Carolina's economic history and trends knows the state has had its economy totally remade in the last half century. Until the late 20th century, North Carolina's economy was based on the manufacturing of products such as textiles, furniture, and tobacco products. Indeed, these were referred to as the "Big Three" of the North Carolina economy. But that changed with the emergence of international competition and the development of new economic sectors. North Carolina lost much of its "Big Three" to foreign countries, but it also saw new manufacturing and services emerge in their place. These new sectors include technology and pharmaceutical manufacturing, plus tourism, hospitality, and professional services.

Recent employment numbers show the remaking of the state's economy has continued between 2021 and 2026. Employment in traditional manufacturing has continued to trend downward, but at a slower pace. However, there has been some improvement in custom made apparel products, which has provided some optimism for the future of that industry. But the state's relatively new manufacturing sectors of technology and pharmaceuticals have continued expanding and adding jobs. In particular, the artificial intelligence (AI) component of technology is spreading to more applications.

The big takeaway from this analysis of the job market is that it continues to be positive, with hiring ongoing despite the challenges presented by tariffs and higher energy prices.

But this optimistic conclusion doesn't mean the job market will remain stable without changes. While all companies are continuing to work around the costs of tariffs and tighter energy supplies, AI likely presents the most important job market challenge for the future. Many experts who study AI have come to two conclusions. First, AI will require significant changes in how numerous workers train for jobs. Worker tasks will be different using AI, meaning training for those tasks will require new approaches.

Second, there is consensus among many economists that AI will both create some new jobs as well as eliminate some existing jobs. While optimists think the net result will still be net new jobs, it is possible the opposite will occur.

A strong argument can be made that the job market is the key element in our economy, especially in how our economy works to help people and households. North Carolina's recent job market has, overall, done better than the national job market. But, because

economies are never stable, and because new technology — like AI — is emerging, the question is whether this good record for the state's job market will continue. You decide.

You Decide: How Important Is Income Inequality? Many of today's debates about our society, public policy, and politics are being driven by one factor — income inequality. Income inequality is the term recognizing the differences in incomes earned by individuals. Obviously, it is impossible for everyone to earn the same income, so income inequality will always be a reality. But what can vary is the degree to which incomes vary between people. Today's column looks at the current status of income inequality, recent changes, and forecasts for the future. Using this information, you can decide how important income inequality is to our current debates.

While income inequality has always been with us, it has fluctuated. Modern data beginning in the 1960s show several trends. From the 1960s to the early 1980s, income inequality in the country dropped. Then, income inequality trended upward from the early 1980s to the early 1990s. For the next several years, until the early 2000s, income inequality was relatively stable. Since then, income inequality has slowly moved higher. The current level is the highest for the modern period since the 1960s. Hence, it is reasonable for people to point to income inequality as a big issue in the country.

The logical question for readers to ask is, what has been behind the ups and downs of income inequality? In the late 1960s and the 1970s, a strong economy with competition for labor resulted in rising wages and reduced income inequality. In the 1980s and early 1990s, income inequality rose due to technological improvements and increased globalization that decreased the hiring of U.S. workers. For most of the 1990s, a strong economy kept income inequality relatively stable.

Since the turn of the century, income inequality has again risen, with technology replacing workers and declines in unionization being determining factors. But there are also demographic impacts on income inequality, in particular the decline in work among some younger individuals and the reduction in marriage, which often creates two earner households and hence higher incomes.

Income inequality is not unique to our country. For example, on the North American continent, Canada has lower income inequality than the U.S., but Mexico has higher income inequality than our country. Income inequality also varies among U.S. states. Currently, New York, Connecticut, Louisiana, California, and Florida have the highest income inequality, while Alaska and Utah have the lowest income inequality. As with many state comparisons, North Carolina's income inequality is in the middle of the state rankings.

The federal government tries to moderate income inequality through a variety of supplemental income programs it operates. Currently, the federal government spends a total of \$1.2 trillion annually on these programs.

Tax policy is another way to moderate income inequality. For many decades, the federal government has used tax rates to reduce income inequality. Specifically, federal tax rates are higher for households with higher incomes. This is accomplished by dividing a household's income into segments, with a different tax rate applied to each segment. Lower segments of a household's income are taxed at lower rates, and higher segments are taxed at higher rates.

Of course, education and training are keys to individuals earning a good salary. So ultimately, the availability of accessible and affordable education options is essential to addressing income inequality. Data show significant movement of individuals lifting themselves from lower salaried jobs to higher salaried jobs using education and training.

It's important to remember that income inequality will likely not disappear. Our job market is large and complicated, with skill needs varying. Many complex skills require workers to obtain significant and expensive training. Companies pay these workers more to motivate individuals to use time and money to acquire the skills.

We are entering a period where new technology is being introduced, specifically AI. There is already a debate among economists about how AI will impact income inequality. As indicated above, in the past, when new technology was introduced, income inequality typically increased.

But some economists think this time will be different, and income inequality will drop. The reason is the nature of AI. Past technologies have substituted for physical skills, thereby reducing the need for workers using their physical skills, hence reducing their pay. AI is different. It is a technology that will substitute for cognitive skills: "brain power," for short. The need for workers with high levels of skilled training, who are paid higher incomes, could decrease. And when the need for workers falls, typically their salaries also fall. As a result, we may be entering a new era of income inequality.

Income inequality exists in all economies and likely always will. The question is the degree of income inequality a society will tolerate. In our country we have government income support and a tax system that moderates income inequality. We also observe upward mobility of many workers in jobs over time. But the advent of AI may have different impacts on income inequality than previous new technologies. Hence, we may be entering a new kind of income inequality. Will it be better or worse than past income inequality? We'll have to wait to decide.



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S.C. CHAROLAIS NEWS

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

Hold on to your britches because I am mad as a hornet. As my grandma used to say, "I'm so mad I could spit." Be aware that I am going to send a copy of this to Brooke Rollins, the U.S. Secretary of Agriculture.

A few weeks ago, a neighbor came to the door alerting us about a pack of black vultures attacking a calf. Well, they killed my calf. I called multiple people in authority, complaining about those monsters. I was told that I could pay more than \$100 for a permit to kill a couple a year. What a joke! The last time they killed a calf a couple of years ago, I went down to that pasture and counted 53 sitting on my fence resting. Killing a couple would do no good.

Those monsters are classified as migratory birds. I hate to tell them, but they are not migratory birds because they hang out here year round. Plus, they are predators and should be classified as such. When Markwayne Mullin was a senator, he put forth a bill to declassify those monsters and reclassify them as predators. Nothing has been done, and the swamp rats have not even discussed it. If coyotes grew wings, they would classify them as migratory birds.

When I was at a cattle meeting in Virginia, the people there agreed that I would be classified as the Donald Trump of the cattle industry. With that, I am issuing an executive order declassifying the black vultures from protected to "game on."

The DNR, FBI, Border Patrol, or anyone else can come on and arrest me, because if I see any in the trees or on my pasture, I am going to shoot them. I'm fed up and tired of regulations, and I'm not going to take it anymore.

I posted on Facebook about my calf. I had a Hereford friend in Pickens notify me that he had a cow calving the week before, and they came down and killed the cow and calf. Another friend just across the line in Georgia had lost a calf to those monsters that same week.

Let me tell you, I am fuming! Almost every day I talk to

someone else who has lost livestock to those monsters. With all the smart people out there, it looks to me like someone could come up with something that we could put in the pasture to deter those monsters from attacking our livestock. If you hang a dead one in a tree, it deters the swarm from coming around. Why can't someone come up with something that we could put out there to make those monsters fly on by? If you want to become a millionaire overnight, come up with an answer because I know cattlemen all over the country who will buy what you have.

Enough is enough! The animal rights people fuss and don't want them shot. They claim to care about all animals, but why don't they get behind us trying to outlaw the balloon releases? I hate to tell people, but those balloons don't get to heaven. They come down in pastures and the woods. They kill livestock of all kinds, and wild animals choke on them. I don't want to hear any fussing about animal rights because they don't do a thing to help animals.

I, also, just saw online that we are having problems with yellow legged hornets. They are attacking the honeybees. Well, I have news for them. I have been invaded by those little spawns of Satan, and they are also attacking me and my hummingbirds. I watch them fight the hummingbirds daily. Are all these people coming in here from far away bringing these creatures into the U.S. with them? I have enough problems with taking care of cattle and surviving drought without all these new problems.

On a brighter side, we are all getting ready for the Appalachian Classic Sale in Knoxville, Tenn., on October 3. I am personally consigning four bulls. All of my heifers are getting sold as soon as they are weaned, so I have extra bulls this year. We all need to get to Tennessee and chill out in October. This has been a rough 2026, so we need a rest and a few good laughs, so plan on being there.

Check on your friends and neighbors and keep in touch. None of us are getting any younger, so keep in touch. Love and good health to all.

Just in case — if I don't have an article next month, I may be in jail and would appreciate bail money.



NC STATE

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Date

Topics

Tuesday,
July 7,
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Farm stewardship through succession and transition:
Opportunities, tools, and strategies.

Speaker: Dr. Noah Ranells, NC FarmLink

[Webinar registration](#)



Wednesday,
August 19,
3 - 4 pm EST

Soil carbon and nitrogen in forage and grazing lands
across North Carolina.

Speaker: Dr. Alan Franzluebbers, USDA-ARS

[Webinar registration](#)



Thursday,
September 17,
3 - 4 pm EST

Strategies for weed management in tall fescue pastures.

Speaker: Dr. Navdeep Godara, Crop & Soil Sciences, NC
State

[Webinar registration](#)



Thursday,
October 1,
3 - 4 pm EST

Considerations for establishing an optimal breeding and
calving season in North Carolina.

Speaker: Dr. Felipe Silva, Animal Science, NC State

[Webinar registration](#)



Questions? Contact braudal@ncsu.edu

LIMOUSIN

North American Limousin Foundation

UPDATE

NALF April Board Meeting Update & Actions. The North American Limousin Foundation (NALF) Board of Directors met on April 28 for its spring board meeting to conduct organizational business. The following summarizes key discussions, decisions, and updates of interest to the membership.

Annual Meeting Location and Events – The Board discussed the location of NALF’s annual business meeting, including elections and producer awards. Following the success and strong attendance at the 2026 annual meeting held during the National Western Stock Show (NWSS), a motion was made to permanently return the annual meeting to Denver, Colorado. The motion was seconded and passed unanimously.

The Board also reaffirmed that the Ken Holloway “Genetics on Ice” Auction will remain in Oklahoma City during the Cattlemen’s Congress. This event continues to serve as a key fundraiser supporting the North American Limousin Junior Association (NALJA) and scholarship programs awarded at the National Junior Limousin Show & Congress (NJLCS).

Pen of Three Heifer Show at NWSS – The Board reviewed and approved a recommendation from the NALF Membership Committee to introduce a Pen of Three Heifer Show beginning at the 2027 NWSS.

The heifer show will take place immediately following the Limousin and Lim-Flex pen bull shows. Exhibitors will be allowed to enter pens consisting of any combination of Limousin and Lim-Flex females. Class and division details will be published in the NWSS premium book in summer 2026.

Pen Show Judging Enhancements – The Board approved a motion directing staff to provide pen show judges at both NWSS and Cattlemen’s Congress with Expected Progeny Difference (EPD) data for all pen entries one day prior to the show. This will allow judges additional time to review genetic data and better evaluate entries before show day.

Genetic Evaluation Updates – Breed Improvement Chairman Dr. Matt Spangler and NALF consultant Dr. Robert Weaver presented updates on recent changes from International Genetic Solutions (IGS).

In early April, IGS released an update to the Docility EPD that incorporates genomic data and external EPD blending. This update did not significantly re-rank animals but expanded percentile distributions, with minimal impact on correlations.

Additionally, IGS is preparing to release a Heifer Pregnancy EPD, which will estimate a heifer’s probability of conceiving and calving at two years of age. This new EPD is expected to be implemented later this summer and included in weekly cattle evaluations.

USMARC Germplasm Evaluation Update – The Board received an update on the U.S. Meat Animal Research Center (USMARC) germplasm evaluation program in Clay Center, Nebraska.

This spring, USMARC will update its sampling population with younger sires that have been actively used over the past five to seven years and have sufficient progeny data to accurately represent current cattle genetics.

For the first time, the evaluation will include hybrid cattle across breeds. Lim-Flex cattle will be incorporated into the sampling population, along with hybrid groups from other participating breed associations.

Financial and Industry Performance – NALF reported a strong financial position compared to the same period last year through the first half of fiscal year 2026–2027. Registration and transfer activity remains strong, and spring 2026 bull sale averages showed marked improvement for NALF breeders.

Recently developed economic indexes — including Terminal Profit, Maternal Profit, and the combined Industry Profit Index — continue to see strong adoption among members. These tools are increasingly used to support commercial bull buyers in making informed purchasing decisions.

Upcoming Board Meeting – The Board finalized plans for its summer meeting, which will take place August 25–26 in Lincoln, Nebraska.

During this meeting, Neogen — NALF’s DNA service provider, recently acquired by Zoetis — will host the Board for a facility tour and provide a presentation on their laboratory operations and services.

Closing – The actions and discussions from the April board meeting reflect NALF’s continued commitment to advancing member value, supporting genetic progress, and strengthening the association’s role within the beef industry.

About the North American Limousin Foundation. The North American Limousin Foundation, headquartered in Englewood, Colo., provides programs and services, including the documentation of more than 25,000 head of cattle annually, for approximately 4,000 members and their commercial customers. The Limousin breed and Lim-Flex hybrid offer industry leading growth and efficiency while being an ideal complement to British breeds. For more information about NALF, please visit www.nalf.org.



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ANGUS

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UPDATE

Connecting College, Careers, and the Angus Breed. The Raising the Bar conference immersed juniors in hands-on learning, industry exposure, and conversation. From lecture halls and research facilities to Angus operations across Iowa, the National Junior Angus Association's (NJAA) Raising the Bar conference challenged members to step beyond the show ring and into classrooms and industry businesses, offering a firsthand look at careers in agriculture. Centered at Iowa State University in Ames, the multiday program combined hands-on learning, industry exposure, and networking, giving juniors a glimpse into college life and the diverse career paths available through a university experience.

Where it begins — conversation and connection — NJAA members gathered to meet peers and industry professionals. The roundtable discussions were joined by eight Iowa State alumni talking about their experiences in college and beyond as industry professionals working in agriculture, from veterinary sciences to implementing sales and livestock marketing. Those conversations gave juniors the opportunity to ask candid questions, explore careers they are curious about, and begin thinking about what their own paths as a professional might look like.

Connecting campus and careers — At Iowa State University, juniors saw how classroom learning connects to real world careers in the beef industry. Through campus tours, lab visits, and conversations with faculty and students, they explored animal science, veterinary medicine, and agricultural business programs, gaining a clearer picture of just a few of the many degree paths they can study.

From the meat laboratory to classrooms, members explored how hands-on learning opportunities are a key component of Iowa State's teaching objectives and a selling point for students entering the industry.

Innovation and big picture thinking — At the Student Innovation Center, Raising the Bar attendees shifted focus to creativity

Angus Update continued on page 43

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Angus Update *continued from page 41*

and entrepreneurship. Juniors explored how innovation and problem solving shape successful businesses within and beyond agriculture.

NJAA members ended their time on campus with a tour of Iowa State's College of Veterinary Medicine, where they gained insight into animal health careers through facility tours and conversations with veterinary students.

Inside the industry – Off-campus tours gave attendees behind-the-scenes access to operations that influence the industry and support producers daily.

At Nichols Cryo Genetics, members learned how technology, genetics, and management come together to serve breeders through semen collection, storage, and distribution, highlighting the critical role these services play in genetic progress.

Juniors explored the reproductive side of the industry during a visit to Collison Embryo and Veterinary Services, gaining a closer look at embryo transfer (ET), reproduction strategies, and veterinary care. Through artificial insemination (A.I.) stations and live aspiration demonstrations, participants gained insight into reproductive technologies that improve efficiency, advance genetics, and support customers' success.

A tour of Vermeer highlighted how agriculture connects with manufacturing, marketing, engineering, and global markets, broadening perspectives on where an interest in ag can lead.

Herd visits gave NJAA members the opportunity to see seedstock operations at different stages and styles of production.

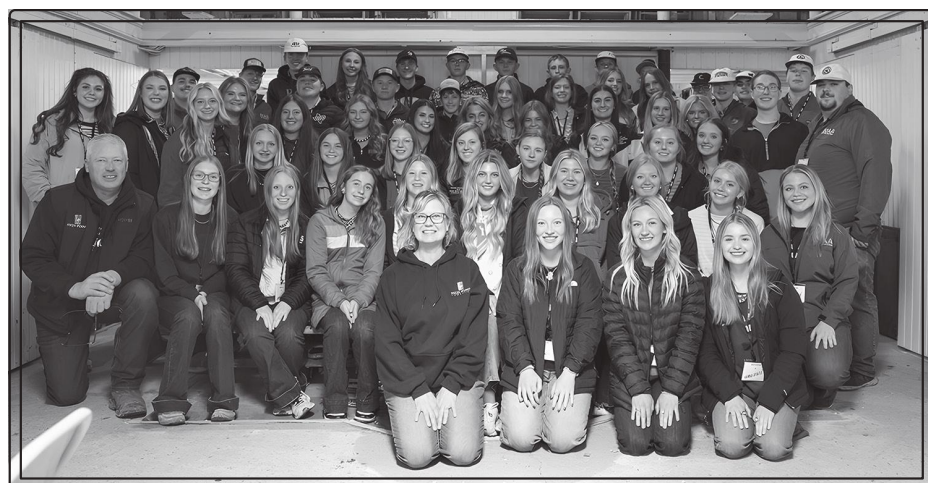
At High Point Genetics, juniors toured a progressive operation that emphasizes modest birth weights while demanding breed leading growth and performance, along with eye appeal and functional design.

At Hoover Angus Farms, NJAA members explored a multigenerational approach to seedstock production – reinforcing the importance of data driven decision making and long term commitment within the Angus breed.

Leadership in practice – The final day of the conference focused on picturing their future, challenging members to dream big, build vision boards, and consider how the networks they developed at the conference could translate into future opportunities.

Through junior board led workshops, juniors explored what meat science, vet science, and herd management look like with interactive activities at a sensory tasting panel, suture practice, and tissue sampling unit (TSU) collection stations.

When the final sessions wrapped up, attendees left Raising the Bar with a broadened perspective, not just through places visited, but through conversations,



connections, and experiences that aim to help shape how they see their futures within agriculture and the Angus breed.

The Angus Foundation makes the Raising the Bar conference possible with support from the Angus Fund and the Ed and Wilma Minix of Black Witch Farm Angus Youth Scholarship and Activities Endowment Fund.

From Ranch to Retail: Continued Education Expands Perspective for Angus Producers. A five day journey across the Midwest began when 23 Angus producers gathered in St. Joseph, Mo., gaining an understanding of the cattle industry from start to finish through the Beef Leaders Institute (BLI). The trip, hosted by the American Angus Association in collaboration with Certified Angus Beef and the Angus Foundation, gives producers a behind-the-scenes look at each sector of the beef industry.

“When you’re just on the ranch every day breeding cattle and taking care of cattle, you aren’t necessarily thinking about what comes next, and that’s a very key point for the end consumer,” said Nolan Poss, 2026 BLI attendee. “To have a better understanding of everything that goes into that finished product broadens your perspective.”

Poss works alongside his family at Poss Angus in Scotia, Nebraska. They market around 300 bulls through an annual production sale, providing bulls for commercial producers in the sandhills of Nebraska and across the country. Poss applied to BLI for the opportunity to network, make new friends, and gain a deeper understanding of how the Association and Certified Angus Beef operate.

Participants began at the Association’s headquarters, touring the office and discussing commercial programs, genetics, and marketing services. The following days included tours at Tyson Fresh Meats beef packing plant in Sioux City, Iowa; Weborg Feeding Co. LLC in Pender, Nebraska; Buckhead Meat and Seafood in Northwood, Ohio; STgenetics in Tiffin, Ohio; and a Meijer retail store in Wooster, Ohio.

Derek Crouse, a BLI attendee from Virginia, grew up on a commercial dairy and beef farm. He applied to the program to learn more about the Angus breed, as he has been raising registered Angus cows since 2022.



Angus Update continued on the next page

Angus Update *continued from the previous page*

“Coming from a dairy background to this, cattle have been my life. They’ve raised me just as much as I’ve raised them, helping me grow and become better every day, just like I try to do for them,” said Crouse. “By not having a willingness to learn, you get complacent. Even if you’ve been somewhere before, there’s always something you can take away in the end.”

The class traveled to Certified Angus Beef headquarters in Wooster, Ohio, to spend time in the meat lab learning about beef fabrication and the ten science based specifications of the Certified Angus Beef brand.

“We’re in record times right now, but I think it’s important to remember what we have gone through to get to this point by seeing an overview of the Certified Angus Beef brand and how it’s helped build more value for the Angus cow,” Poss said. “It’s important that we don’t get complacent, and we don’t forget about the hard work that it took to get here. We always need to be striving to make progress and better what we’re doing.”

To conclude the trip, participants cut and grilled their own Certified Angus Beef steak. Conversation flowed between newfound friends as they reflected on a full week. The group was diverse in operation type, size, and location, with participants from 14 states, two Canadian provinces, and Mexico. As the week ended, participants boarded their flights home with greater knowledge, new connections, and a renewed commitment to improving their herds and the Angus breed, all with the end consumer in mind.

Applications for the 2027 Beef Leaders Institute will open in late fall to American Angus Association members between the ages of 25 and 45.

Yon attends the 2026 Young Cattlemen’s Conference. Drake Yon of Ridge Spring, S.C., represented the Angus breed at the National Cattlemen’s Beef Association’s (NCBA) 2026 Young Cattlemen’s Conference (YCC), from May 28 through June 4. Annually, the Angus Foundation selects and sponsors a young Angus breeder to attend the conference.

Yon and 70 other passionate individuals were selected to be part of the 2026 YCC class. During the conference, attendees from across the nation began in Denver, starting at the NCBA office, and



concluded the trip in Washington, D.C., with a stop at Capitol Hill. Stops along the way highlighted all aspects of the beef industry from start to finish. Location visits included Five Rivers Cattle Feeding, Empirical Foods, Tyson Foods beef plants, and Certified Angus Beef.

“Getting to experience the event with 70 other people that are just as passionate about the beef business as I am, and that experience the same challenges I do, was the most gratifying part,” Yon said.

YCC is an opportunity for cattlemen of all different agricultural backgrounds and interests to come together to share experiences and dive deeper into aspects of the industry.

The opportunity to attend is especially meaningful for Yon and his family. His mother, Lydia Yon, was the first ever YCC scholarship recipient when the program launched in 2003. Today, her son’s selection represents not only personal achievement but also a powerful continuation of that legacy, highlighting how the program’s impact can span generations.

Yon is well versed in both involvement and history within the Angus breed. Yon, his wife, and children reside in Ridge Spring, home to Yon Family Farm. What started as a leap of faith from his parents has quickly transformed into a successful operation.

Yon shares that one of his greatest joys is working alongside his parents, wife, and siblings as they manage their Angus cattle operation. Additionally, Yon Family Farm serves as a Certified Angus Beef Ranch to Table program and owns a retail store to market local beef and pecan products from their orchard.

“At almost every stop, I got to see the impact Angus has on the beef industry as a whole, not just for us Angus breeders,” Yon shared. “The Certified Angus Beef tour made me proud of our breed and the people that we have working inside it.”

Yon continued, “I’m so thankful to the Angus Foundation for the opportunity and the Association as a whole for entrusting me to represent the breed,” he expressed. “Don’t let the cows at home keep you from doing something that’s going to be impactful for the rest of



your life.”

The Angus Foundation annually selects a young cattleman to represent the breed at the conference through a competitive application process, with a strong emphasis on leadership experience and active involvement in the American Angus Association and the broader beef industry. The chosen representative's trip is fully funded by the Angus Fund, which provides vital, unrestricted support for the Foundation's mission to advance Angus education, youth development, and research.

“Drake Yon brings a genuine commitment to the Angus breed, and we're thrilled to see him step into this year's YCC experience,” said Jaclyn Boester, Angus Foundation executive director. “Opportunities like this help shape the next generation of industry leaders, and we're grateful for the donors whose support makes it possible for young cattlemen, like Drake, to grow, connect, and lead with purpose.”

Applications to represent the Angus breed at the 2027 YCC will open on December 1 and will be due on January 1, 2027. To learn more about this opportunity and the work of the Angus Foundation, visit www.angus.org/foundation.

Teeing Up a Grand Slam – Angus Foundation Golf Tournament Drives Support in Louisville. The 25th annual Angus Foundation Golf Tournament, held in Louisville, Kentucky, raised more than \$47,000 for education, youth, and research. With sunny skies and rolling Bluegrass views as the backdrop, Angus enthusiasts teed off in Louisville, Ken., for a day of friendly competition at the annual Angus Foundation Golf Tournament, held at Quail Chase Golf Club. Held in conjunction with the 2026 National Junior Angus Show (NJAS) in Louisville, the tournament welcomed 96 golfers and raised more than \$47,000 to support the Foundation's mission of advancing education, youth, and research in the Angus breed.

“As we celebrate 25 years of the Angus Foundation Golf Tournament, it's incredible to see how this event continues to bring people together,” said Jimmy Stickley, Angus Foundation donor coordinator. “It is a great event about connection, tradition, and making a lasting impact on the future of the Angus breed.”

The tournament welcomed 24 teams and raised more than \$47,000 to support the Foundation's commitment to education, youth, and research.

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 United States, 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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COMMON GROUND



The Other AI

By MARK McCULLY, *American Angus Association CEO*

Spend much time around the cattle business, and “AI” still means one thing to most of us — artificial insemination, a foundational technology in our industry for decades. Increasingly, I think about the other AI.

Artificial intelligence has entered conversations across agriculture, and like many of you, I’ve been trying to better understand what it means for our business, our association, and our day-to-day work. Members have asked about it and what our strategy should be. It’s a subject that generates curiosity and some uncertainty. In fact, I recently heard a speaker say that no technological advancement has generated as much emotional response as artificial intelligence.

If you look back, there have been plenty of moments when new technology made people uncomfortable. The typewriter changed business. The calculator altered how we approached math. The internet and smartphones transformed communication and information access. Each innovation brought skepticism along with opportunity. Over time, each became tools we rely on.

I suspect artificial intelligence will follow a similar path.

At its core, AI uses data and powerful computing to recognize patterns, make predictions, and help people work efficiently and make better decisions. In many ways, that should sound familiar. Our industry is built on collecting data, developing tools like expected progeny differences (EPDs), and using information to improve cattle and create value.

The difference now is speed and scale.

Intentional exploration — Whether we realize it or not, most of us are already interacting with AI in small ways. When your email suggests how to finish a sentence, when your phone organizes photos, or when a piece of software helps sort and analyze data, that’s AI at work.

As an association, we are carefully evaluating where these kinds of tools might be beneficial. There is real potential to improve how we

serve members, from streamlining internal processes to enhancing customer service or making our data more accessible and useful.

But I also want to be very clear — our priority around data privacy and the protection of our member database is unwavering. The trust you place in this Association, particularly when it comes to your data, is something we do not take lightly. Any exploration of AI will be filtered through that lens first.

At the same time, I recognize there are broader concerns. There are questions about the effects on rural communities and land use for data centers and infrastructure. Those are valid considerations. Like many large scale changes, not all effects are fully understood at the outset, and it’s important to acknowledge that.

I don’t pretend to have all the answers, but ignoring this issue is not realistic. Artificial intelligence will expand across industries, including ours. That doesn’t mean we rush to chase every new idea. But it does mean we approach it with intention.

As with other tools in our business, the goal isn’t to replace good judgment or the fundamentals that have made cattlemen successful for generations. Instead, it’s a complement to what we do, helping us work more efficiently, make more informed decisions, and deliver more value to the members and commercial cattlemen we serve.

As I think about the “other AI,” I come back to the same principle that has guided so much of our progress as a breed — embrace the opportunity, understand the risks, and move forward with a steady hand.

I’m confident that approach will serve us well here, too.

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Behind the Brand



Defining the Margins of Quality

By JOHN STIKA, Certified Angus Beef President

“Ranchers decisions help support customer demand.”

Decisions made by Angus ranchers to target the Certified Angus Beef (CAB) brand have fueled a carcass quality revolution, one that continues to support strong consumer demand. Since 2006, CAB has grown from 6 percent of all U.S. fed cattle harvested to nearly 22.5 percent today.

In 2025, of the 15.35 million head of Angus influenced cattle processed through licensed packing plants, 5.77 million met the brand’s 10 science based specifications. This equates to a 37.6 percent acceptance rate — an all time high and 23.6 percentage

points above the 25 year low of 14 percent in 2006.

Driven by genetic selection and improved management, carcass quality has advanced significantly — most notably through continued progress in marbling. Yet, with nearly ⅔ of Angus type carcasses falling short of brand standards, understanding why is critical to balance the economic incentives of added weight against CAB product size and consistency requirements.

Where cattle miss the mark – Each year, CAB conducts a multipacker, seasonally weighted supply study evaluating nearly two million Angus influenced carcasses. Results from the most recent analysis show the average CAB carcass achieves a moderate²² marbling score, a 14.6-square inch (in.) ribeye, 0.65 in. of backfat, and a 923-pound (lb.) hot carcass weight (HCW). By comparison, non-qualifying carcasses are predictably lower in quality (small⁷⁰ marbling) but larger in size — averaging 949 lb. with a 15.2-square-in. ribeye and 0.63 in. of backfat.

Given years of selection pressure and the genetic trend for increased marbling, one may assume further emphasis on marbling is not necessary. Yet, insufficient marbling remains the largest limiting factor, as 81.8 percent of carcasses fall short of CAB certification for not having enough marbling.

However, more than 24 percent of those carcasses were within 30° of modest marbling — showcasing an opportunity to move many carcasses from commodity Choice to CAB and capture additional carcass value.

Unlike marbling, which carries no upper threshold within CAB specifications, other traits must remain within limits. Among non-qualifying carcasses, 14.5 percent exceeded the 1,100 lb. weight threshold, and 9.5 percent surpassed the 17.0-square-in. ribeye limit, and 9.8 percent failed for backfat beyond an inch —



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Specification	Defect Rate (%)			
	2025	2024	2023	2022
Marbling < Modest ⁰⁰	81.8%	82.0%	86.3%	85.6%
HCW > 1,100 lbs.	14.5%	8.6%	4.5%	4.4%
Ribeye Area (sq. in.)	9.7%	20.5%	16.8%	15.0%
>17.0	9.5%			
>16.0		20.0%	16.3%	14.5%
<10.0	0.2%	0.5%	0.5%	0.5%
Backfat > 1.0 in	9.8%	8.6%	7.0%	8.0%
Source: Certified Angus Beef® Supply Survey Note: Defect rates total greater than 100% as carcasses may fail certification due to multiple factors.				
Table 1: Reasons Angus influenced carcasses fail to certify				

reinforcing that beyond certain points, more becomes disqualifying.

Informing brand decisions – These insights are critical to the brand. They allow for a deliberate balance to be established between protecting product consistency and the brand's premium position while also remaining producer relevant amid evolving production and market realities. For instance, after remaining unchanged for 18 years, in 2025 it was decided to increase the ribeye area specification from 16.0 to 17.0 square in. as the rate for carcasses surpassing our upper limit reached 20.5 percent in 2024. Similarly, two adjustments to increase the HCW specification have been made since 2007.

These adjustments were based on insights examining why carcasses fall short and economic drivers surrounding those reasons.

The brand's annual supply survey has clearly characterized CAB and non-qualifying carcasses and fueled the discipline to maintain and, on a few rare but necessary occasions, adjust the brand's stringent standards. As the industry continues to produce higher quality and heavier carcasses, these insights will only grow in importance — reinforcing CAB as the target and clarifying the margins for brand acceptance. Next month, we will discuss resources available to assist Angus producers in Targeting the Brand.

Early Weaning Strategies for Challenging Forage Conditions

By T.L. MEYER & KARLA WILKE, *Nebraska Extension*

When grass is limited and/or cow body condition needs to improve, early weaning may be a viable option for cow-calf producers. Weaning removes any grazing pressure from the calf and removes milk production from the cow's nutritional requirements, reducing her dry matter intake by 20 percent.

How early can calves be weaned? While calves have been shown to be weaned successfully as early as 45 days, keep in mind the rumen development of young calves will influence the weaning process. Around 85–90 days of age, the calf's rumen is developed enough to be considered a ruminant rather than a pre-ruminant. For this reason, waiting until 100 days of age to wean may provide an easier transition to the weaning diet. At this age, a calf consumes 1.5–2.0 percent of their body weight on a dry matter basis. Once milk consumption is removed, the calf will eat 2.3–2.5 percent of their BW on a dry matter basis. The diet fed must be highly digestible to promote high passage rate and feed intake to accommodate an early weaned calf's small rumen.

Early weaned calves require increased labor, particularly for daily feeding and close monitoring of intake and health to prevent problems early.

Preparing calves for early weaning may include introducing them to new feeds, feed bunks, and/or different watering systems while still with the cow. Fermented feeds such as silage can be unpalatable if unfamiliar prior to weaning. Will the weaning facility allow lighter weight calves to access feed and water easily? Early weaned calves should have at least 12 inches of bunk space. Work with your veterinarian to determine what preconditioning or preparation should be completed prior to weaning as well as developing a plan to manage any outbreaks of illness following weaning.

Separating cows from calves should be done with as little stress as possible. If facilities can manage it, consider variations of fenceline weaning or two step weaning compared to abrupt weaning.

Early weaned calves are efficient and can gain well — 2.5–3.0 lb/d — when provided a consistent, highly digestible diet. Focusing on rumen undegradable protein helps calves gain muscle and bone structure as they grow. Early weaned calves need to be able to eat small amounts frequently due to their small rumen. Deliver feed on a consistent schedule to ensure availability and to maintain intake and performance. Save low quality feeds for more mature members of the cow herd. Keep in mind that a calf growing that rapidly will need an increase frequently in the amount of feed provided to maintain that level of gain. For example, a 350 lb calf gaining 2.5 lb/d is now a 425 lb calf within a month. Many producers who wean calves and hold them for 60–90 days before selling often target 1.5 lb/d gain. However, the early weaned calf is smaller and needs to make up skeletal and muscle growth and therefore will likely need to gain at least 2.0 lb/d.

While lighter weight calves often bring premium prices per pound, total revenue may be lower than selling heavier calves. Producers should compare the value of added gain to the costs of feed, labor, yardage, and health management before deciding to grow early weaned calves to heavier weights. Marketing plans will vary depending on each operation's resources, but the decision often hinges on whether the cost of gain is lower than the market value of added weight.

Early weaning is a drought management strategy that protects cows but requires strong calf management.

Smarter Heifer Development for Long Term Productivity

By KACIE McCARTHY & T.L. MEYER, *Nebraska Extension*

Setting replacement heifers up for cowherd longevity is more than achieving a first pregnancy. It requires building females that remain productive within the constraints of their production environment — forage resources, climate, and management.

Research across a range of development systems demonstrates that similar pregnancy rates can often be achieved under both traditional and extensive management programs. This suggests producers have the flexibility to reduce development inputs while maintaining acceptable reproductive outcomes. However, one factor consistently drives long term success: early conception during the first breeding season.

Early Conception — The Foundation of Longevity — Heifers that conceive within the first 21 days of their initial breeding season calve earlier, have more time to recover postpartum, and remain in the herd longer. These females also wean more pounds of calf over their lifetime compared to later conceiving counterparts. As a result, early conception is one of the most important predictors of lifetime productivity and retention.

While early conception is critical, achieving it depends on how well the heifer development program aligns with the production environment.

Fit the Heifer to the Environment — A successful heifer development program must match the resources and constraints of the production system. Factors such as forage availability, climate, and management intensity all influence reproductive performance. Research comparing intensive (drylot) and extensive (range based) development systems has shown similar pregnancy rates, indicating that high input systems are not always necessary.

The key is not maximizing inputs but developing heifers in a way that reflects the conditions they will experience as mature cows. Developing heifers under conditions similar to the production environment helps ensure they are capable of maintaining performance when resources are limited. Within the context of environmental fit, nutritional management, particularly protein supplementation, plays a critical role in supporting reproductive success.

Nutrition Strategies and Protein Type — Nutritional strategies during development influence both short term reproductive success and long term cow performance. Mulliniks et al.³ evaluated spring born heifers developed under three strategies — range developed with either low or high rumen undegradable protein (RUP) supplementation and drylot developed heifers targeting higher rates of gain.

Heifers developed on range with higher RUP supplementation exhibited greater retention in the breeding herd through five years of age compared to both low RUP and drylot developed heifers. These results suggest protein type, not just level of nutrition, plays an important role in supporting reproductive success in forage limited environments.

Even with appropriate development and nutrition, one of the

greatest challenges in cowherd productivity occurs after first calving, when young females must balance growth, lactation, and rebreeding.

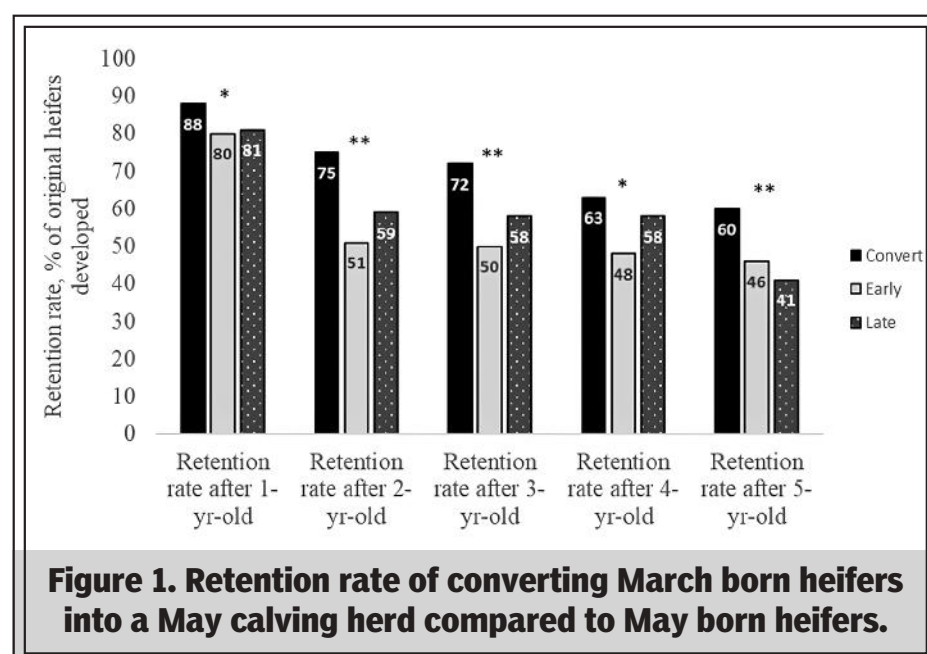
Birth Date, Age at First Calving, and Sourcing Replacements — Birthdate and age at first calving play an important role in long term reproductive performance. In a May calving system, Goodnight et al.² compared March born heifers (“Convert”) to May born heifers born either early or late in the calving season.

After five years, a greater proportion of March born females remained in the herd, with no difference observed between early and late born May heifers, as seen in Figure 1. These results suggest age at first calving, rather than position within the calving season, has a greater influence on retention. Heifers that are older at first calving are typically better equipped to meet the nutritional demands of lactation and rebreeding, particularly in limited resource environments.

This advantage becomes especially important in young cows. Two- and three-year-olds often struggle to consume enough energy during early lactation, which can delay return to estrus and reduce pregnancy rates. In contrast, more mature cows can maintain intake more effectively, even when forage crude protein falls below 7 percent.

From a management perspective, incorporating older replacement heifers from earlier calving herds or incorporating March born heifers into May calving systems can improve rebreeding success, increase retention, and support long term herd productivity. If you are retaining replacements, this means prioritizing heifers born earlier in the calving season. When purchasing replacements, particularly for summer calving systems, it may involve sourcing heifers from earlier calving herds, such as March calving operations. In both cases, older females are better prepared to meet the demands of lactation and rebreeding, resulting in improved retention and productivity.

Managing the Young Cow Bottleneck — Reduced pregnancy



rates in two- and three-year-old cows are a concern for beef producers. These young females are still growing while also lactating, which increases their nutrient requirements. In many systems, especially when forage quality declines during the breeding season, young cows are unable to consume enough feed to meet these nutrient requirements.

This limitation often results in delayed return to estrus and lower pregnancy rates. Addressing this challenge requires both nutritional management and strategically selecting females more likely to succeed under these conditions. Evaluate factors that influence a heifer's readiness at first calving, including birthdate and selection criteria that match your operations' goals.

Body condition score (BCS) at the start of the breeding season is one of the most influential factors affecting reproductive performance. Cows entering the breeding season at a BCS of 5.0 or greater have improved pregnancy rates, calf survival, and weaning weights.¹

Adequate body condition supports earlier return to estrus and increases the likelihood of maintaining a yearly calving interval. Over time, these advantages translate into greater pounds of calf weaned per cow exposed. Management strategies that maintain body condition, particularly in young cows, are critical for overcoming the challenges associated with rebreeding and sustaining long term productivity.

A Systems Approach to Cowherd Longevity – Long term cow herd performance comes from managing heifer development as part

of the whole system. Early conception, environment, nutrition, age at first calving, and body condition all work together to influence whether a female stays productive.

Develop heifers under the same conditions they'll face as cows, prioritize early born and early conceiving females, maintain body condition, and use protein supplementation strategically.

Programs built around these principles improve rebreeding success, increase cow longevity, and produce more pounds of calf over time, especially in forage limited systems.

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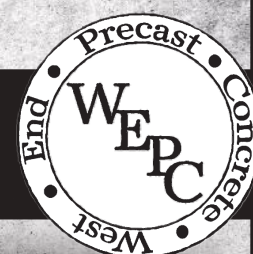
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N.C. State Extension Helps Farmers Navigate Historic Drought

By SIMON GONZALEZ, N.C. State University

Jim Moss has raised cattle for decades. He's experienced good times and lean times, economic upturns and downturns. He's handled everything the industry, the market, and the weather could throw at him. He's been buffeted at times, but he remains standing.

But Moss has never seen anything like the drought of 2026.

"I've been through tons of droughts, but none like this at this time of the year," said Moss, who graduated from N.C. State University in 1975 with an animal science degree.

North Carolina is experiencing a historic drought, with the entire

state dealing with abnormally dry conditions. Parts of Franklin County, including the area where Mosswood Farms raises a herd of 50–60 cows, are classified as D4 — exceptional drought — by the U.S. Drought Monitor.

The months-long lack of rain is creating significant issues for livestock producers across the state. Daily essentials like feeding and watering have become challenges.

"A lot of creeks are drying up, and ponds are way low. We are using municipal water for the first time to supplement," Moss said. "We typically would have put up about 60 percent of the year's hay with the spring cutting, and there hasn't been any to cut this year. We normally rely on grazing this time of year, but we're feeding last year's hay. We usually sell about half our hay and then feed the other half of it. I'm thinking we may not be selling any this year."

All 100 North Carolina counties were experiencing drought conditions as of June 30, according to the U.S. Drought Monitor. More than half of the state's counties were classified in the two most severe categories, with 52 counties in extreme or exceptional drought. Of the remaining counties, 46 were in severe drought and only two were classified as moderate drought.

"There's just no way you can survive in this business if you don't have rain," said Matt Poore, ruminant nutrition specialist with N.C. State Extension. "On the pasture based livestock farms I work with, your primary crop is the pasture, the grass, the forage. When you lose that, you can't support your animals."

The drought has stunted the growth of pastures across the state. Extension agriculture agent Matthew Place demonstrated the problem at a farm in Franklin County.

"Ryegrass should be a nice leaf to it, but this is nothing but stems," he said. "Fescue, you can see there's not much growth. The clover is hugging the ground. Pastures shouldn't look like this in June. I mean, this is what it should look like in August. If we don't get some rain soon, we're going to be in a real mess."

Resources to Help Producers — N.C. State Extension launched a multi-pronged response to the disaster that has included training, timely updates, and a drought assistance portal with information about financial support programs to help offset feed losses for livestock producers. The new section features agricultural drought resources for growers and producers with contributions from Extension experts.

"We're putting information out there and keeping it posted regularly," Poore said. "Extension agents and specialists will be sharing timely updates."

Another resource is a web based tool originally launched to support Hurricane Helene recovery — N.C. Hay Finder — which connects hay buyers and sellers across the state. The site is a free

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Cattle eat peanut byproducts, an alternative food source, at Koi Creek Farm in Louisburg.

public resource managed by N.C. State Extension with funding support from N.C. Farm Bureau, the N.C. Cattlemen's Association, and N.C. Choices.

The tool is designed to maximize resources within North Carolina's agricultural community by connecting hay sellers with hay buyers. Farmers with hay for sale can create a free profile to be included in the directory listing.

Extension agents across the state are providing education on best practices by talking with producers and through events such as the Five County Beef Tour that took place in Franklin County on June 16.

"This tour started in the early to mid-'70s," said Martha Mobley, Extension agriculture agent in Franklin County. "We rotate between a few different counties. It's a chance to showcase our farms, look at test plots and what is new, and see what practices are producing results."

A key theme of this year's tour was regenerative agriculture, with an emphasis on soil restoration, pasture management, and drought resilience.

The three cattle farms on the tour all use rotational grazing and have pastures planted with warm season grasses, a practice highly recommended by Extension experts as a way to relieve pressure on forage during hot, dry periods.

"Our pastures tend to be cool season grasses, tall fescue and orchardgrass," Poore said. "Their growth comes in April and May, when we didn't get any rain this year. September is when they start to come out of dormancy and grow. If we get some rain, they'll see some September growth, but they won't produce much until then. If they have warm season forages, as soon as it rains, they will start growing."

Mae Farm, the second stop on the beef tour, has a pasture with a test plot planted in conjunction with N.C. State Extension.

"There are some different forages that some folks may not

Historic Drought continued on the next page



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Historic Drought *continued from the previous page*

normally plant, like buckwheat, sun hemp, and cowpeas,” said Paul Gonzalez, Extension’s agriculture and livestock agent in Sampson County. “You can pull the cows off your cool season grasses that are just kind of surviving at this point in the year and put them on summer annuals that are meant for this type of weather. You can graze your cattle and protect your fescue.”

It is a method April Lloyd employs at River Mountain Ranch in Franklin County, one of the stops on the beef tour. She and her family moved from Nevada to their North Carolina farm six years ago. They were interested in regenerative agriculture and had read books and watched videos on the topic. They soon realized that the local Extension office was an indispensable resource.

“Before we moved here, a friend of mine told me, ‘Whatever you do, join your Extension office’s email list.’ I had never heard of Cooperative Extension. I didn’t know what they did,” she said. “I joined Martha’s email list. My first class was called Find the Funding, about grants. Now I go to multiple classes a month. I even go to back-to-the-basics classes on beef cattle and the industry because there’s new information she adds or a new speaker. There’s always something to learn from the workshops and classes.”

Within a couple of years, the farm had pastures planted with warm season grasses and was practicing rotational grazing.

“A big issue we had was compaction,” Lloyd said. “After years of overgrazing and not being managed correctly, a lot of the water just ran off. Our goal with our soil management is to capture as much water as possible. And it seems like it’s working. Over the last four years of doing it this way, we’re seeing real improvements to our



Cattle follow a farmer during a virtual fencing demonstration at River Mountain Ranch in Louisburg.

soil. We’re still grazing every day.”

Offering Solutions – Warm season annuals are compatible with summer conditions, but they still require moisture to grow. They help in a drought this severe but aren’t a complete solution.

“They’ve got to have water too,” Gonzalez said. “They’re susceptible to the drought as well.”

When forage and hay are in short supply, alternative feeds, including wet brewers grains and cotton gin and peanut byproducts, can be used as supplements.

“In years like this, you really have to get creative,” Place said.

Ray Miller at Koi Creek Farm, the first stop on the beef tour in Franklin County, is feeding peanut byproducts to supplement his forage. Mobley gathered a sample to send to the lab to test the protein content. The results will let Miller know if it is meeting his herd’s nutrition needs.

That is one way N.C. State Extension experts are helping producers calculate feed needs.

“Extension is helping people understand the fact that animals eat a lot of feed,” Poore said. “Some farmers just have them out on pasture. When they understand how much they need to eat each day, they can develop a feed budget. If they’ve got 20 cows and their heart’s set on keeping those 20 cows, they can start building a plan to buy enough feed to bring them through.”

Getting through the drought might turn a discussion about feed budgets into a conversation about reducing the herd.

“The guy with 20 cows, what he really should consider is, ‘Okay, these are my bottom five cows; I’m going to sell them,’” Poore said. “Or if they’ve got calves that weigh 500 pounds, wean them and sell them and get the number of mouths, the number of eating pounds, off the farm. Cattle prices are good right now. They can capture good value and use that money to buy the feed it’s going to take to keep the other 15 cows. We would really recommend that people do that.”

Crops in Peril – Livestock is just one sector of the state’s agriculture at risk. Row crop farmers are also suffering serious

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impacts from the drought.

“The tobacco crop is a month behind what it should be,” Place said. “A lot of corn’s trying to go to tassel, and tasseling is the main time corn needs rain to pollinate. Corn got off to a decent start this year despite the dry conditions. It was looking fairly good, putting on a good root. But we’re really going to need some rain to make it work.”

If crops wither, there could be some mutual benefit for farmers and livestock producers. Row crop farmers could potentially get an insurance adjustment and gain permission to salvage the crops.

“Somebody with corn and soybeans can cut and bale it for hay,” Poore said. “We posted something at the end of April about the potential for cutting wheat and barley as a salvage crop for hay. Extension specialist Angela Post got the word out that when the cattle people don’t have anything to cut for hay, the grain farmers can say, ‘Hey, maybe we could get together and make a deal on this stuff.’ There were people that did it.”

Poore is in his 36th year as an Extension ruminant nutrition specialist. He was at N.C. State University during the 2007 drought, which cost the state’s agriculture industry more than \$500 million in damages. His experience tells him that the best defense against disaster is preparation, including instigating best management practices in the good times.

“We need to be preparing for the drought when it’s raining,” he

said. “We need to take care of our pastures, to keep our soil health up, and not waste hay because we just don’t know when the rain is going to shut off. If you’re doing all those things, if you’re managing your land, then a short term dry spell does not have to negatively impact you. But when you get to this (exceptional drought), even the best managers don’t have any grass. At some point it has to rain.”

When Poore gives advice to producers, whether suggesting warm season grasses, rotational grazing, alternative feeds, or herd reduction, he speaks from both experience and empathy.

“I have a cattle farm, and I know exactly what they’re going through,” he said. “Sometimes it’s hard to really understand what they’re going through until you are also waking up with a knot in your belly and thinking, ‘When is it going to rain?’”

The combination of research based advice and understanding the plight of farmers is key to getting through the drought.

“The most important thing is just to realize that everybody is in this together,” Poore said. “Everybody needs to pull together and try to help each other. And certainly Extension has a big role in that, matching up people with resources and providing information. It’ll be an ongoing process. It’s going to take all of us.”

For additional drought resources, visit ncdisaster.ces.ncsu.edu/drought-resources.

Photos by Simon Gonzalez



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						
Laurens	698	730	858	920	532	667						
Orangeburg	695	588	567	704	812	431						
Saluda Livestock Market	2,530	2,481	2,424	3,111	2,484	2,570						
Saluda Stockyards	513	352	765	691	506	425						
Williamston	1,324	1,446	1,745	1,790	823	1,496						



American Akaushi Association 2026 Convention. The American Akaushi Association successfully hosted its annual convention on June 18–20, bringing together members, industry leaders, and partners for several days of education, fellowship, and celebration of the breed.

The event began with the highly anticipated Branded Beef Challenge, where Sixteen Peaks Cattle Company earned top honors. As part of this achievement, the company will be permitted to use the “Branded Beef Challenge Grand Champion” label on all of their meat packaging for the next year.

The schedule included industry tours at the Texas A&M Beef Center and the Rosenthal Meat Science Center, a trade show, and the Stars of Akaushi Sale, which generated an impressive \$459,775 in gross sales.

One of the lunch programs featured insightful presentations from leading industry experts and the annual awards ceremony. Attendees heard from distinguished speakers including Dr. Andy Herring, Dr. Jason Smith, and Dr. David Anderson of Texas A&M University, along with Colin Woodall of the National Cattlemen’s Beef Association.

The association proudly inducted Tim and Suzie Stallings, 2F Akaushi Cattle, San Jacinto Ranch, and Herff Cornelius into the Hall of Fame. The Aschermann family was honored with the Legacy Award, and lifetime members were also recognized for their contributions to the industry.

Throughout the weekend, attendees enjoyed Akaushi beef at every meal while building fellowship, strengthening friendships, and exchanging valuable industry insights.

During the convention, the Board of Directors — Tim Stallings, Chairman; Andrew Pryor, Vice Chairman; Howard Davis, Treasurer; Alyssa Hind, Secretary; Greg Anderson, Aaron Harris, Mark Ganskop, and Ronald Beeman — also shared important organizational updates. The association announced a transition to a new HerdBook system, Helical, with an anticipated launch date of September 1.

Additionally, new rule changes were approved to better support breeders. Fullblood cattle will now be permitted to have white markings, provided DNA confirms 100 percent Fullblood Akaushi status. Purebred cattle may also have markings if DNA verifies at

least 93.75 percent Akaushi. Purebred cattle will be registered with no inspection or upgrading fee.

The weekend was a strong reflection of the continued growth and momentum within the Akaushi industry, highlighting both its rich heritage and forward looking innovation.

About the American Akaushi Association. *The American Akaushi Association is a continuously growing and constantly improving registered breed association for full blood, purebred and percentage Akaushi cattle. We aim to improve the entire U.S. beef industry by introducing more Akaushi genetics and premium beef opportunities that consumers are demanding. Our goal is to help our members thrive and be successful. We support all the progressive cattlemen and cattlemen who have chosen this unique breed. Together, we are building a strong future for all producers.*

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

Cattle Receipts: 13,822 • Previous Month: 14,706
Feeder supply - 26% steers • 44% heifers • 30% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,551	\$161.50
Boner	1,304	\$170.23
Lean	1,051	\$150.38
Bulls - Yield Grade 1-2	1,593	\$199.74

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	419	458.88	\$1,922.71
450-500	471	447.50	\$2,107.73
500-550	525	422.75	\$2,219.44
550-600	573	420.26	\$2,408.09
600-650	626	393.78	\$2,465.06
650-700	673	366.62	\$2,467.35

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	421	434.47	\$1,829.12
450-500	469	423.28	\$1,985.18
500-550	521	401.15	\$2,089.99
550-600	569	392.47	\$2,233.15
600-650	619	370.90	\$2,295.87
650-700	667	351.92	\$2,347.31

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	421	419.75	\$1,767.15
450-500	472	408.09	\$1,926.18
500-550	522	379.97	\$1,983.44
550-600	572	360.31	\$2,060.97
600-650	619	338.95	\$2,098.10
650-700	670	323.15	\$2,165.11

Source: N.C. Department of Agriculture - USDA Market News Service
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The N.C. Cattlemen's Association & S.C. Cattlemen's Association are partnering with the Livestock Advertising Network and the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources to refine our magazine and improve our communication efforts and readership across the Carolinas.

Your feedback will help us better understand what information is most valuable to you, how you prefer to receive updates, and how we can continue to improve both our communications and publication.

The survey will only take a few minutes, and your responses will play an important role in shaping future association efforts. At the end of the survey, you will have the option to enter for a chance to win a \$50 gift card provided by the Livestock Advertising Network.

To complete the survey, visit <https://piecenter.com/cattlemag/> or scan the QR Code above. You may also contact your state's Cattlemen's Association office for assistance.

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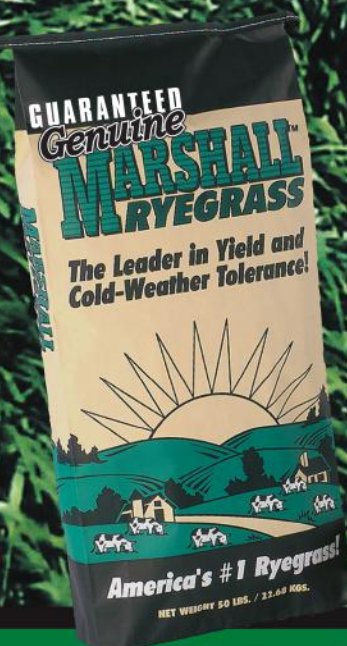
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Anson	4	Davidson	1	Lenoir	0	Rockingham	3
Ashe	2	Davie	0	Lincoln	5	Rowan	6
Avery	0	Duplin	4	McDowell	3	Rutherford	19
Beaufort	2	Durham	0	Macon	6	Sampson	4
Bertie	0	Edgecombe	1	Martin	1	Scotland	0
Bladen	3	Forsyth	1	Madison	0	Stanly	1
Brunswick	0	Franklin	4	Mecklenburg	0	Stokes	2
Buncombe	25	Gaston	0	Mitchell	1	Surry	3
Burke	13	Gates	0	Montgomery	3	Swain	0
Cabarrus	1	Graham	0	Moore	2	Transylvania	2
Caldwell	3	Granville	12	Nash	7	Tyrrell	0
Camden	0	Greene	0	New Hanover	0	Union	3
Carteret	0	Guilford	23	Northampton	0	Vance	2
Caswell	2	Halifax	2	Onslow	0	Wake	8
Catawba	10	Harnett	1	Orange	4	Warren	1
Chatham	4	Haywood	15	Pamlico	2	Washington	0
Cherokee	0	Henderson	8	Pasquotank	0	Watauga	2
Chowan	0	Hertford	0	Pender	1	Wayne	3
Clay	0	Hoke	1	Perquimans	0	Wilkes	8
Cleveland	5	Hyde	0	Person	0	Wilson	11
Columbus	1	Iredell	6	Pitt	1	Yadkin	4
Craven	2	Jackson	3	Polk	1	Yancey	1

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New NCCA Members for 2026

During the Membership Committee meeting at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of **NEW** NCCA members in *The Carolina Cattle Connection*. A new member is someone who has never been a member or has rejoined after a brief break in their membership.

Out of State

Olivia Graham – Georgia

Alexander County

Macy Chapman – Chapman Jersey Farm
Adam Mays – Mays Meats Inc.

Ashe County

John Emory Yates – Rams Head Farms
Trey Yates – Rams Head Farms

Buncombe County

Lynn Bolser – The Old Miller Place
Emmaline Stach

Burke County

Brad Black

Cleveland County

Haxton Thompson – Thompson Cattle Company

Columbus County

Chuck Powell – T-L Crooked Run Farms

Duplin County

Megan Epley

Granville County

Abigail Shaeffer

Iredell County

Morgan Harrington
Alleigh Johnson – Tineal Farms

Johnston County

Piper Pittman

Polk County

Ashlyn Ramsey

Randolph County

Blue Price – Short Row

Richmond County

Hunter Leviner

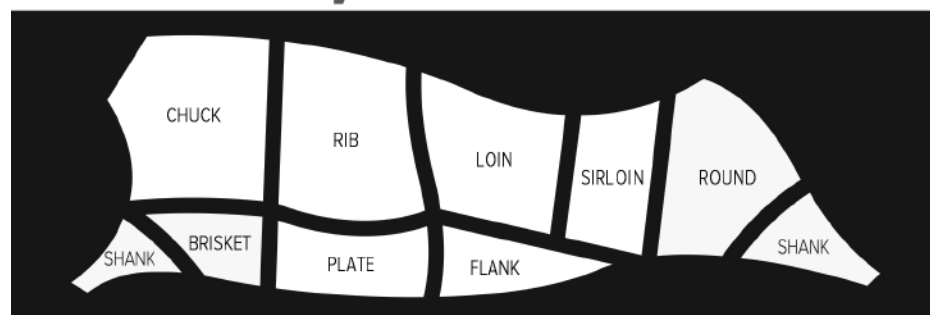
Surry County

Katie Hartman – Hartman Farms NC

Wake County

Talha Ashraf
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- Greater influence on policy and industry issues
- Access to valuable resources and opportunities
- A stronger, united cattle industry

Helping Producers Stay Profitable through educational programs, producer tools, and industry updates designed to strengthen operations across North Carolina.

Protecting Your Freedom To Farm by working every day to ensure cattle producers have a strong voice in Raleigh and Washington.

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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.

Promoting the cattle industry through education. Supporting our university partners in promoting agriculture opportunities.

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Irish Hills Reuben Burger

Total Time — 30 minutes

- 1 lb 90% lean ground beef
- 8 ounces deli corned beef
- 1 teaspoon ground black pepper
- 1 teaspoon granulated garlic
- 8 ounces sauerkraut, drained
- 4 Swiss cheese slices
- 4 tablespoon Thousand Island dressing
- 4 hamburger buns

Combine ground beef, pepper, and garlic in a large bowl, mixing lightly but thoroughly. Lightly shape into four 1/2 inch thick patties.

Place patties on a grid over medium, ash covered coals. Grill, covered for 8–10 minutes or over medium heat on a preheated gas grill for 7–9 minutes, until an instant read thermometer inserted horizontally into the center registers 160°F, turning occasionally. About 2 minutes before the burgers are done, place buns, cut sides down, on the grid. Grill until lightly toasted. During the last minute of grilling, top each burger with a cheese slice.

Burger Build – Line the top bun with 1 tablespoon of Thousand Island dressing. Next, place the burger patty on the bottom bun and top with 2 ounces of sauerkraut and 2 ounces of corned beef. Close the sandwiches and serve with sides.

Makes 4 servings.



Teeing Up the Future – NJHA Directors Elected. National Junior Hereford Association (NJHA) members elected four new directors during the 2026 VitaFerm Junior National Hereford Expo (JNHE), “The Hereford Masters in Madison.” The new NJHA directors received their maroon jackets during the Hereford Youth Foundation of America (HYFA) Scholarship, Awards, and Maroon Jacket Ceremony on July 9. State delegates chose these young leaders to serve a three year term on a team of 12 directors who govern and serve the organization’s more than 4,200 members.

After giving their retiring addresses, chairman Salem Sifford of Goldvein, Va.; vice chairman Sam Birdsall of Torrington, Wyo.; leadership chair Lauren Gatz of Fairview, Kan.; and director Harlee Watson of Flemingsburg, Ken., retired from the board and handed their maroon jackets to the newly elected directors. The four new directors are Aidyn Barber of Channing, Tex.; **Amberlyn Christenbury of Starr, S.C.**; Rhett Lehman of Sullivan, Ill.; and Matalyn Martinson of Elk River, Minnesota.

In addition to the four newly elected board members, the 2026–2027 NJHA officer team consists of chairman Rylie Meinhardt of Onaga, Kan.; vice chairman Matt Bruns of North Platte, Neb.; communications chair Maddie Weaber of Wamego, Kan.; membership chair Kendall Boatman of Rockford, Ill.; fundraising chair Emma Ballinger of McKee, Ken.; and leadership chair Sarah Beth Callicott of Only, Tennessee. Also serving as directors are Gavin Rhode of Stewartville, Mo., and **Jordan Mitchem, Vale, North Carolina.**

Directors from North Carolina and South Carolina:

Newly Elected Director – Amberlyn Christenbury, the daughter of Mike and Jennifer Christenbury, hails from Starr, S.C. She is an aspiring agricultural communications professional and a passionate advocate for the farming community. Currently a sophomore at Abraham Baldwin Agricultural College (ABAC) majoring in agricultural communications with an agribusiness minor, Amberlyn serves as the vice president of member engagement for ABAC’s Agricultural Communicators of Tomorrow (ACT) and an Agriculture





Future of America Ambassador. With a proven track record of youth leadership, including serving as president of both the S.C. Junior Hereford Association and Crescent FFA, she has earned prestigious accolades, such as the S.C. Outstanding Junior Award and national FFA proficiency honors. Amberlyn's ultimate goal is to bridge the gap between consumers and producers by using digital platforms and strategic storytelling to promote transparency and education across the agricultural industry.

Sitting Director – Jordan Mitchem, Vale, N.C., will be a sophomore this fall at N.C. State University (NCSSU), majoring in animal science, with minors in agricultural business and biotechnology. At NCSSU, the 19-year-old daughter of Wayne and Crystal Mitchem expands her passion for the beef industry while exploring the diverse opportunities within agriculture. She is spending her summer working at West Lincoln Veterinary Hospital.

Jordan has been a member of the NJHA for 11 years. She previously served as president of the N.C. Junior Hereford Association and remains actively involved. Jordan is deeply connected with her family's cow-calf operation, gaining hands-on experience and a strong appreciation for the cattle industry. She especially enjoys assisting with breeding decisions, as her family continues to develop their annual bull sale. In addition to cattle, her family is involved in fruit and row crop production, providing her with a well-rounded agricultural background. Jordan and her sister, Regan, plan to continue their family's farming legacy. As an NJHA director, Jordan hopes to challenge juniors to be intentional with their time, embrace opportunities, and grow in confidence, leadership, and passion for the Hereford breed.

About the National Junior Hereford Association. NJHA is one of the most active junior livestock programs in the country, with more than 4,200 members. The NJHA's mission is to create and promote enthusiasm for the Hereford breed while providing opportunities through leadership, education, and teamwork and emphasizing the mantra — "Learn. Lead. Achieve." For more information about the NJHA, visit Hereford.org/youth.

About the American Hereford Association. AHA, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth, and research.



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Dr. Rosemary Sifford Named Recipient of 2026 AVMA Public Service Award

The American Veterinary Medical Association (AVMA) recently honored Dr. Rosemary Sifford, recently retired U.S. Chief Veterinary Officer and Deputy Administrator for Veterinary Services at the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS), as the winner of the 2026 AVMA Public Service Award.

The award, established in 1968, recognizes an AVMA member veterinarian for outstanding public service or contributions to the practice or science of public health and regulatory veterinary medicine.

"Dr. Sifford has dedicated her entire career to protecting the health of the nation's animals, its food supply, and the public's trust in veterinary medicine," said Dr. Michael Q. Bailey, president of the AVMA. "Her steady, science based leadership through some of the most complex animal health emergencies in our history reflects the very best of public service. She is exactly the kind of leader this award was created to honor."

Dr. Sifford, a 2000 graduate of the N.C. State University College of Veterinary Medicine, devoted her professional career to federal service in animal health. She joined APHIS in 1997 and went on to hold field and headquarters positions across Veterinary Services, Plant Protection and Quarantine, and Animal Care, including early service as an agricultural quarantine inspection veterinarian.

She advanced through a series of leadership roles, serving as associate deputy administrator for both Veterinary Services and Animal Care before being named Deputy Administrator for Veterinary Services and Chief Veterinary Officer of the United States on August 1, 2021. In that role — the most senior regulatory and public health veterinary position in the country — she served as principal veterinary advisor to the Secretary of Agriculture and led the nation's animal health programs, emergency response systems, and international veterinary representation.

Dr. Sifford guided the country through some of the most consequential animal health emergencies in modern history. She directed the most complex, highly pathogenic avian influenza (HPAI) response the United States has ever faced, including the first-ever detection of HPAI in U.S. dairy cattle, coordinating an integrated national effort spanning commercial poultry, backyard flocks, wildlife, and dairy cattle while addressing milk safety and sustaining science based international trade.

She also led federal efforts to protect the United States from the reintroduction of New World screwworm, working with USDA, Mexico's SENASICA and industry and wildlife partners to strengthen bi-national surveillance and reinforce the sterile insect barrier that shields U.S. livestock, wildlife, and companion animals. Earlier, during the COVID-19 pandemic, she helped ensure the continuity of essential veterinary services, food supply operations, and regulatory functions and supported One Health coordination on cases of SARS-CoV-2 in animals.



Dr. Sifford's leadership extended well beyond U.S. borders. She served as the U.S. Delegate to the World Organization for Animal Health (WOAH) and led the Board of its Regional Commission of the Americas, and she represented the United States among the Quadrilateral group of chief veterinary officers, advancing global preparedness for emerging diseases and science-based trade. Throughout her career, she remained a dedicated mentor and a champion of the federal veterinary workforce, supporting the development of the next generation of public service veterinarians.

To learn more about the AVMA Public Service Award and past recipients, visit www.avma.org/about/awards.

For more information, contact Michael San Filippo, senior media relations manager, at 847-732-6194 (cell/text) or msanfilippo@avma.org.

About American Veterinary Medicine Association. *Serving more than 111,000 member veterinarians, the AVMA is the nation's leading representative of the veterinary profession, dedicated to improving the health and well being of animals, humans, and the environment. Founded in 1863 and with members in every U.S. state and territory and more than 60 countries, the AVMA is one of the largest veterinary medical organizations in the world. Informed by our members' unique scientific training and clinical knowledge, the AVMA supports the crucial work of veterinarians and advocates for policies that advance the practice of veterinary medicine and improve animal and human health.*

Beef Update



zoetis

Leveraging Technology to Build on the Family Legacy. How one Kansas cattleman uses genetic testing to help improve his bottom line and his cow herd. Jeff Hale has lived on the same gravel road his entire life.

And while that statement might elicit thoughts of a man afraid of change, it would be wildly inaccurate.

Instead, he's using the latest technology to help build a cow herd — and legacy — that will stand the test of time. Just like his passion to get it right.

"This land and operation were passed down to me, and I want to make sure it can be passed down again," Hale says.

J and J Hale Farms in Atchison, Kan., began with Jeff's grandparents. His grandmother is still involved today as a landowner. The operation includes corn and soybeans, plus a 140 head cow-calf herd that's primarily SimAngus. It's a multi-generational effort. His parents, James and Carol, are partners, along with his wife, Tiffany. Brother-in-law Andrew Peuker serves as the farm's mechanic, while Andrew's wife, Kelly, and their son, Remington, help with daily tasks like hauling seed and moving equipment.

Hale started farming with his dad in 2004 after college. In 2012, they introduced artificial insemination (A.I.) to improve the quality of heifers retained and gather more data on individual cows. They calve in a tight window — usually from mid-February to April 1 — relying heavily on timed A.I. for about 80 percent of the cows and all the replacement heifers. In the fall, they buy feeder calves to background alongside their own calves.

"We treated it a lot like row crops," he explains. "Row crops have yield monitors and variable rate everything. We've taken that philosophy to the livestock side."

They weigh calves at weaning and after 100 days on feed, crunching numbers in spreadsheets to study trends. This data driven approach led them to Zoetis INHERIT Select in 2021.

The 'get it right' business — "We started using INHERIT Select to help improve the cow herd and determine which females need to stay," Hale says. "With multiple sires in pastures, knowing exact parentage was key. We use it now solely to select our females."

As a closed herd with minimal outside influence beyond breeding bulls, Hale relies on the commercial EPDs and indexes provided through INHERIT Select.

"The carcass traits, maternal traits — it's all very valuable," he notes.

They test all of the heifer calves at 100 days on feed, around

early January, when they're already running through the chute for weighing and tagging.

Hale says incorporating the test was seamless. "It takes no time," he says. "We were already running them through the chute."

When the INHERIT Insights report arrives — usually within 30–45 days — Hale focuses on cow-calf indexes for maternal performance, milking ability, and docility. Carcass traits are gaining emphasis as the herd matures.

"We've realized we have to focus more on carcass traits if that's a route we're going," he says. "Feedlot performance, too."

Before INHERIT Select, selections were visual and based on assumed parentage.

"We think this heifer was born out of this sire — let's retain her," Hale recalls. Now, data drives decisions. "If she's in the top 1/3 for the indexes, she's definitely going to be kept unless there's an attitude issue."

The benefits are clear after four years. "The consistency in calves," Hale emphasizes. Before using INHERIT Select, the weaning and 100 day weights showed wide ranges, even excluding outliers. Now, it's a tight window from top to bottom.

This uniformity extends to carcass data. Recently they harvested a load of steers, confirming the predictions from INHERIT: high performance but room for carcass improvement. "We're still building the right cow herd," Hale says. "But we're getting close to where we can implement more carcass genetics."

He sees parallels between his row crop data use and livestock precision. "We're in the 'get it right' business," Hale says. "It has to be profitable."

Weighing individuals reveals trends, but INHERIT adds depth. "The heaviest calves follow the same cow families year over year," Hale explains. "But when retaining daughters, some didn't follow through."

INHERIT also benchmarks against other commercial herds, assigning predicted dollar values.

"You can see how you compare. If you're \$10 behind, then make changes, or if you're \$60 or \$70 ahead, don't change anything," Hale says. "That \$60 or \$70 is real money. In times where it's tight, every dollar counts."

And now, it's perhaps even more important to make heifer retention choices based on data, not just looks.

Rebuild right — As U.S. herds hover at historic lows, signs of rebuilding emerge. Heifer placements in feedlots are down, and Dr. Kent Andersen, director of global beef genetic technical services,

Zoetis Precision Animal Health, predicts a gradual uptick.

“We’re just on the cusp of very minor rebuilding,” he says. “It depends on geography and rain, but indicators show we’re starting to keep back a few more.”

In this environment, replacement costs eclipse even feed expenses, he says.

“Historically, the two biggest costs are feed and replacements,” Andersen notes. “Right now, replacements are probably the biggest.”

Andersen adds INHERIT helps producers by efficiently selecting heifers with a predicted 3-to-1 or higher return on investment (ROI).

Dr. Lane Giess, beef genetics technical services manager for Zoetis Precision Animal Health, echoes the long term focus. “There’s a lot of cash floating around, and a herd rebuild is likely happening soon,” he says. “How do I set my herd up in the best position possible? INHERIT has a whole lot of value because you can use it to help make better retention decisions.”

“Commercial producers think they have to collect a bunch of phenotype data like weights to get predictions — that’s not the case with INHERIT,” Giess says. “It’s a simple application and relatively affordable. You also get information like genetic conditions and breed composition that you wouldn’t get with just phenotype reporting.”

For Hale, ROI is easily seen. The test expense at \$25-\$30 per head is a fraction of the cost of raising and developing the heifers.

“Instead of 500 pound calves at \$4, now it’s 550 pounds because

you’ve added 50 pounds by reducing the number of lighter weight calves,” he explains.

And the heifers they opt to sell instead of keep in the herd? They can still feel good about what they are selling. “We’re not sending somebody a dud,” Hale says. “We can assure them she’s had the right testing. She’s not going to be a problem — she just doesn’t fit us and the goals for our herd.”

As rebuilding accelerates, Hale warns of subpar cows flooding the market. “You’re going to have cows out there that should not be cows,” he says. “With so many more dollars invested, this test is invaluable during heifer selection.”

Using INHERIT Select results to help match the right A.I. sires and quality clean-up bulls amplifies results. “If we start with high quality genetics, INHERIT will show which ones are right for us,” Hale says.

His goal? A herd where every female sells as a replacement and every steer draws packer demand.

“INHERIT Select is going to continue to be part of our program to make sure we’re utilizing every aspect,” he says. “The goal is to pass the operation down to the next generation while still producing a profitable product.”

In an industry poised for growth, tools like INHERIT help ensure that herds aren’t just rebuilt — they’re built better. For Hale, it’s about legacy on that same gravel road. Visit beefgenetics.com to connect with a team member to learn more about INHERIT Select.



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A Message from the CEO

No Surprises Here

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



I remember receiving the call just before Thanksgiving 2024 that New World screwworm had crossed from Guatemala into Mexico. After looking at the supply of sterile flies and the geography of Mexico, it became clear we would have to do battle once again with this gruesome pest. The only question was when.

When is now. New World screwworm entered Texas in early June and began its spread. We were neither shocked nor surprised that it arrived. It took the fly more than a year and a half to make it to us, and the industry put that time to good use getting prepared. The United States was ready.

NCBA began our work with USDA during the last days of the Biden administration, making sure the Animal and Plant Health Inspection Service (APHIS) was aware and engaging with us and the Mexican government. APHIS once again proved to be a good partner by putting

their best people on this project.

USDA provided personnel, expertise, equipment, and a lot of money to mount the strongest defense they could in Mexico. Once President Trump was inaugurated, we worked to educate his new team on the New World screwworm threat so they could continue the fight. In May of 2025, Secretary of Agriculture Rollins shut down the border to Mexican cattle as a way to get more of the Mexican government's attention and cooperation. It worked, and I believe the improved joint effort is what slowed the northward advance.

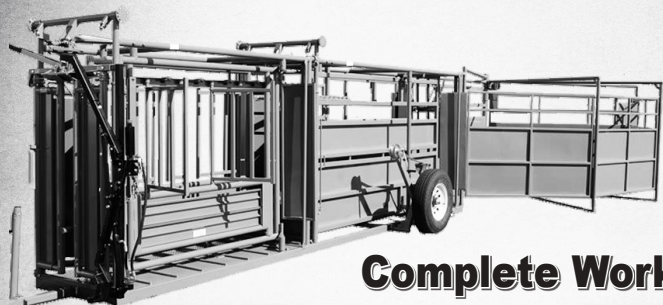
Since then, we have embarked on a producer education campaign to provide information on the history of New World screwworm and help our members like you begin to prepare for the invasion. We have conducted countless presentations, interviews, podcasts, and more to get the word out. Our website holds many resources, including guides on how to identify this pest. This topic has dominated every NCBA meeting and leadership call as well.

NCBA isn't doing this alone. The state and national partnership is another reason the cattle industry was prepared. Few people expected the fly to show up first in any other state than Texas. The producer leadership and staff of the Texas and Southwestern Cattle Raisers Association (TSCRA), the Texas Beef Council, and the Texas Cattle Feeders Association (TCFA) have led the charge in their state. They have built and led coalitions to educate livestock producers, landowners, and the wildlife community. They kept the pressure on the state government to put the required effort into preparation, and they have also worked with USDA-APHIS and Congress to ensure the federal government was working with the state teams.

Cow/calf producers have been the tip of the spear, and TSCRA President Stephen Diebel has been a part of every call, meeting, and briefing. His staff haven't slept much in months, especially Jason Skaggs and Peyton Schumann, because they have been working to prepare and improve every detail of the response. The Texas Beef Council team has been working overtime to keep this from impacting beef demand, and the TCFA leadership and staff have been instrumental in developing the industry and government response. As I'm writing this, there is a case in New Mexico, and the New Mexico Beef Council and New Mexico Cattle Growers are providing leadership in their state as well. We will see more state leadership as the infestation spreads.

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You will be glad to hear that the Texas State Veterinarian, Dr. Bud Dinges, is a former chairman of NCBA's Cattle Health and Well Being Committee, and he and his team have worked closely with all of us. Their leadership at the Texas Animal Health Commission also helped develop and drive the USDA "Playbook" being used to guide the overall response. Playbook development allowed every NCBA state partner an opportunity to provide direction, feedback, and edits to USDA. Many of our state partners also worked with their state animal health officials to engage in this process, too.

The response plan was ready, and it is being implemented very effectively. Like any plan, practical application exposes weak points, but the responding agencies and producer groups have been able to pivot and improve the response. The response has not shut down the flow of cattle, and the cattle markets seemed to barely notice. More

importantly, it hasn't become a sensationalized media story, nor has it impacted beef demand.

This is an animal health emergency that is going to inflict economic damage on those in and around the infested areas. The time, resources, money, labor, and animal health products required to fight back and protect our cattle will impact the bottom line. However, the bottom line is that nothing about the New World screwworm situation has been a surprise. It is not a surprise that the fly crossed the border. It is not a surprise that it is spreading. It is not a surprise that the government and industry were ready to spring into action. We will eradicate New World screwworm once again. It is just a matter of time until we have enough sterile flies, or other new technology, to make that happen. Until then, NCBA will work with the state associations and beef councils to win this fight.

CattleCon 2027 Offers Engaging Opportunities. Apply today for contests, internships, and scholarships. It's not too early to start getting involved in CattleCon 2027, which is returning to downtown Nashville, Tenn., for an encore performance on February 2–4, 2027, with business meetings beginning February 1. Applications are being accepted for the NCBA National Anthem Contest, sponsored by Norbrook, Beef's Got Talent, internships, and scholarships.

National Anthem Contest – The 14th annual NCBA National Anthem Contest, sponsored by Norbrook, is accepting entries through October 15. The contest winner will perform the "Star Spangled Banner" at the event's Opening General Session as well as during the Thursday night event at the Ryman Auditorium and will receive round trip airfare to Nashville, a hotel room for three nights, complimentary convention registration, plus a pair of boots, jeans, and a shirt from Roper or Stetson.

Any member or family member of the National Cattlemen's Beef Association, American National CattleWomen or Cattlemen's Beef Board is eligible to participate in the contest. Previous NCBA National Anthem Contest winners are not eligible. The top four finalists will be chosen by October 21, and videos will be posted to the CattleCon website. Voting will be open to the public November 5–25 (one vote per person per day), and the winner will be announced December 1.

Beef's Got Talent – Singers, poets, dancers, musicians, and others with unique talents are invited to apply for the Beef's Got Talent competition during CattleCon 2027. Performers must submit a video by October 15. The top three acts will perform on the Marquee Stage during CattleCon 2027, and the winner will be an opening act at the Ryman Auditorium on February 4.

Convention Internships – NCBA is offering college students a unique behind-the-scenes experience through its annual convention internship program. Selected interns will be responsible for setting up the indoor arena, assisting at committee meetings and Cattlemen's College, supporting event management and marketing, and contributing in the NCBA booth. This one-of-a-kind opportunity offers college students the ability to network



UPDATE!

with industry stakeholders throughout the beef industry and gain valuable experience. Students also receive a one-year NCBA student membership.

Student interns must be able to work January 31–February 5, 2027, provide their own transportation to Nashville, and be at least a junior level college student at an accredited university at the time of the event. Applicants must have a minimum 3.0 GPA and have a background in, or working knowledge of, the cattle and/or beef industry.

Interested students must complete an online student internship application by October 15 and submit college transcripts, two letters of recommendation, and a resume.

Scholarship Opportunities – Young beef producers, students, farmers, and ranchers interested in attending CattleCon 2027 can apply for a scholarship. Scholarship recipients receive complimentary full registration and discounted housing accommodation. This is a great way for youth, first timers, and others to expand their network at the largest event in the beef cattle business. The application deadline is October 15.

CattleCon 2027 registration and housing open on August 10. For more information, visit convention.ncba.org.

NCBA President's Report

Raising More Than Cattle — Investing in the Next Generation

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



Every generation of cattle producers shares two responsibilities — caring for the land and livestock entrusted to us today and preparing the people who will lead this industry tomorrow. One of the most encouraging signs for the future of cattle production is the growing number of young people stepping into roles as producers, researchers, advocates, and leaders through state association leadership development programs or NCBA's Young Cattlemen's Conference, which has just completed its 43rd year.

Across the country, students and young cattlemen and women are either continuing family operations or entering the industry for the first time, bringing fresh ideas and energy while honoring the values that have sustained cattle production for generations. At NCBA, engaging the next generation is a top priority. As a grassroots organization built by producers willing to step up and lead, NCBA is committed to creating opportunities that help young people build skills, gain experience, and understand their voices matter in shaping the future of our industry.

NCBA has expanded programs designed to provide students and young producers with real world experience, professional development, and industry connections. Through educational sessions, career exploration opportunities, Beef Quality Assurance certification, networking with industry leaders, internships, and scholarships, students gain exposure to careers in production, research, policy, and agribusiness while learning how NCBA serves as the trusted voice of U.S. cattle producers.

NCBA's student engagement efforts reach a wide range of participants, including 4-H and FFA members, undergraduate and graduate students, and those conducting advanced research that will shape the future of cattle production. These programs help young professionals build skills that will serve them — and the industry — for years to come.

Internships remain an important part of preparing the next generation. NCBA internships in Washington, D.C., Colorado, and at major industry events provide students with hands-on experience in government affairs, meetings and events, marketing, educational programming, and association operations. These opportunities give students valuable insight into both the policy and business sides of the cattle industry.

Through the National Cattlemen's Foundation and generous industry partners, NCBA awards scholarships annually to

undergraduate and graduate students pursuing careers in agriculture. These scholarships help support future industry leaders while easing the financial burden of higher education. Producers interested in supporting these efforts can learn more on the National Cattlemen's Foundation website.

NCBA student membership is open to students under the age of 25 and provides access to scholarships, internships, educational resources, webinars, and a nationwide network of producers and industry professionals. Student membership also helps young people strengthen their resumes through involvement with the nation's largest and oldest trade association representing cattle producers.

Over the past year, NCBA has also launched new initiatives to strengthen youth engagement, including the Collegiate Partnership Program, which allows agriculture-based student organizations to partner with NCBA and offer memberships to their students. The effort has already more than doubled student membership involvement. NCBA also created an Industry Internships page on NCBA.org that connects producers and agribusinesses seeking help with students looking for hands-on experience in the cattle industry.

Nearly 95 percent of cattle operations are family owned, making succession and leadership development critical to the future of our industry and our food system. By investing in students and young producers today, we are helping ensure American cattle production remains strong for generations to come. I am proud of the work already underway and confident in what lies ahead for this industry we all care so deeply about.



You shouldn't have to have a gun held to your head to take advantage of the expert A.I., superior genetics, the best in purebreds and outstanding farm supplies featured in the CLASSIFIEDS in this issue!



National Cattlemen's
Beef Association

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 science-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.

NATIONAL CATTLEMEN'S BEEF ASSOCIATION

1275 Pennsylvania Avenue NW, Suite 801 Washington, D.C. 20004

202.347.0228 | @BeefUSA





Initiated 1898, the National Cattlemen's Beef Association is the oldest and largest national trade association representing America's cattlemen and women. With more than 25,000 individual members and 60 state and breed affiliates, NCBA serves as the collective voice of the U.S. beef industry. We strive to advance the economic, political, and social interests of the U.S. cattle industry and to advocate for its policy positions and economic interests.

With less than 2% of American's producing the food for the entire US and beyond, we must stand together. Anyone with a stake in the beef and cattle industry needs to be a member of NCBA to ensure our voices are being heard loud and clear.

NCBA is working every day to fight for your rights with policy created by cattle producers, for cattle producers. To continue our fight, we need your help. Join NCBA today and help protect the future of our industry.

Beyond the political insurance that NCBA provides, members also receive exclusive benefits and publications. **Join NCBA today and receive a FREE 1L bottle of Cydectin Pour-On from Elanco and an NCBA pocket knife!**

JOIN TODAY!

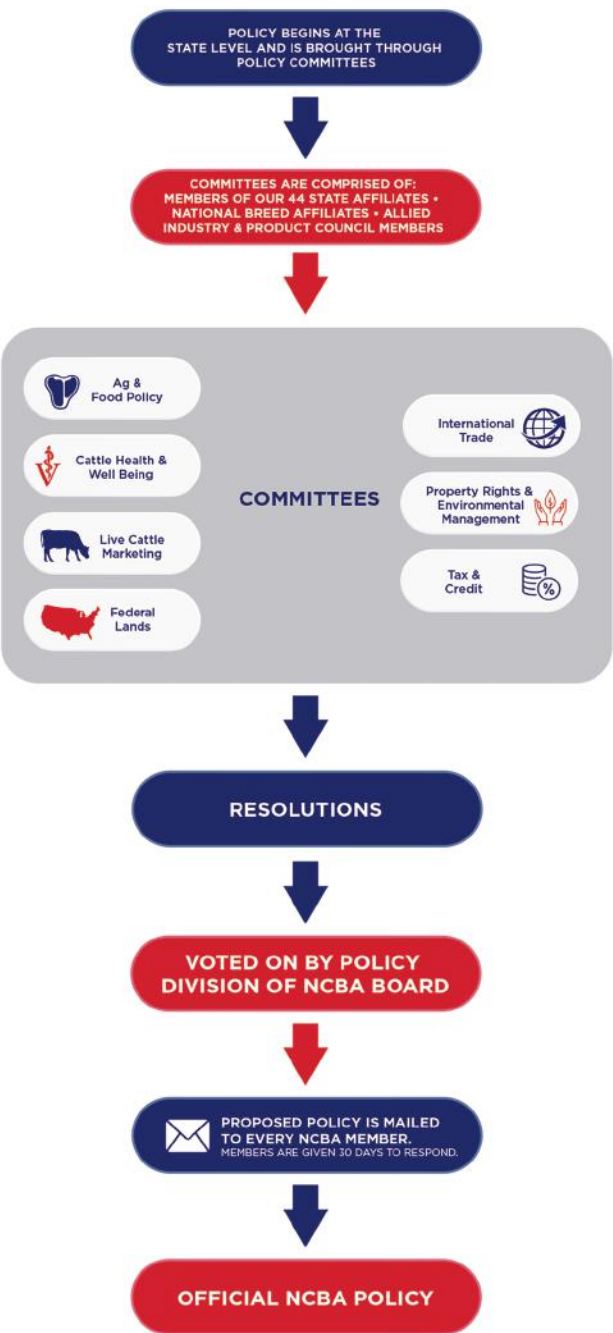


WE'RE
WORKING
FOR YOU **HERE**

Scan the QR code
to JOIN NCBA TODAY!

SO YOU CAN KEEP
WORKING
HERE

HOW NCBA DRAFTS POLICY



The National Cattlemen's Beef Association serves your interests through defending your operation and property from government overreach, protecting the legacy of your farm/ranch with tax relief, expanding trade opportunities that add value to your cattle, and protecting the beef industry from attacks by animal rights activists.

NCBA's policy process begins and ends with individual members. As a grassroots driven organization, individual producers set the course for NCBA's advocacy work in Washington, D.C. by submitting policy resolutions on the local and state levels. NCBA's state affiliate associations then present their proposed resolutions at our annual national meetings. From there, passed resolutions are collected on a ballot and mailed to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions then become official NCBA policy.

Our grassroots policy process ensures that cattle producers of all sizes and in every region are well represented in the halls of Congress, the White House, and federal agencies.

AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY:

- Promoting the policy of cattlemen in our Nation's Capital.
- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch by advocating for tax relief.
- Adding value to your cattle by expanding trade opportunities.
- Delivering new and innovative education opportunities to help you improve the management of your farm and ranch.
- Protecting the beef community from attacks by animal rights activists.

JOIN TODAY!



NAME

BUSINESS/RANCH NAME

ADDRESS LINE 1

CITY/STATE/ZIP

CELL PHONE

OFFICE PHONE

EMAIL

RECRUITED BY

NCBA PRODUCER

COW-CALF PRODUCER

- HERD SIZE
- | | |
|------------------------------------|---------|
| ☐ 1-100 | \$160 |
| ☐ 101-250 | \$320 |
| ☐ 251-500 | \$480 |
| ☐ 501-750 | \$693 |
| ☐ 751-1000 | \$960 |
| ☐ 1001-1250 | \$1,227 |
| ☐ 1251-1500 | \$1,493 |
| ☐ 1501-1750 | \$1,760 |
| ☐ 1751-2000 | \$2,027 |
| ☐ 2001+ | |

\$2,027 + \$0.4053/head =

STOCKER/FEEDER

☐ \$160 + \$0.4053/head =

ASSOCIATE MEMBERS

NON-CATTLE OWNERS, NON-VOTING

- | | |
|--|-------|
| ☐ Individual | \$160 |
| ☐ Business | \$213 |
| ☐ Student (24 or younger) | \$53 |

TOTAL AMOUNT PAID

PAYMENT METHOD

☐ Check ☐ Visa ☐ Mastercard ☐ American Express

Card #

EXP

CVC

Signature



Checks payable to National Cattlemen's Beef Association

The future is decided by those who **show up**.



Keep cattle producers **showing up**! Our industry's future rests on cattlemen and women sharing their story, advocating in Congress, and sharing the truth about our industry. This is only possible with a **strong NCBA membership**. Help secure the future of our industry by recruiting your friends, family and neighbors to **join our fight**. Recruit new members and be rewarded for your support with special gifts and prize drawings!



Scan QR code and
join us today!

To learn more, visit [NCBA.org](https://www.ncba.org) or call
us at 866-233-3872

YCC Class of 2026 Strengthens Leadership and Industry Knowledge While Building Lifelong Connections. For more than four decades, the National Cattlemen's Beef Association's (NCBA) Young Cattlemen's Conference (YCC) has served as the premier leadership development experience for emerging leaders in the cattle industry. From May 28 through June 4, the latest class continued that tradition, gaining firsthand exposure to every segment of the beef value chain while building skills and relationships that will help shape the future of the industry.

YCC is made possible through the generous support of John Deere, Tyson Foods, Five Rivers Cattle Feeding, Farm Credit, and Merck. Their commitment to developing future industry leaders ensures participants receive a comprehensive look at the people, businesses, and organizations that drive America's beef industry forward.

This year's class included 69 participants representing state cattlemen's associations and breed organizations from across the country. Since the program's inception in 1980, YCC has graduated more than 1,000 participants through 44 classes, creating a nationwide network of informed and engaged cattle industry leaders.

"The YCC program was originally designed to provide emerging leaders with a deeper understanding of the entire beef value chain while also helping participants better understand NCBA's role in the cattle and beef industry," said NCBA President-Elect Kim Brackett, who joined the group. "Through the trip, each of us is gaining valuable knowledge and experience that helps us be stronger advocates and more effective leaders for the industry."

The Class of 2026 began its journey in Denver, Colo., where participants spent three days immersed in the work of NCBA. At NCBA headquarters, the group received briefings from staff across the organization, learning about membership, communications, government affairs, producer education, marketing, events, and the



many programs that support cattle producers nationwide.

The time in Colorado also included a visit to Five Rivers Cattle Feeding's Kuner Feedlot, where participants gained a firsthand understanding of modern cattle feeding operations. The Colorado portion of the trip concluded with a reception hosted by Greeley Hat Works and provided participants an opportunity to continue building relationships in a unique setting.

From Colorado, the class traveled to Sioux City, Iowa, where they explored another critical segment of the beef supply chain. Participants toured Tyson Foods's Dakota Dunes processing facility, witnessing the complexity and efficiency required to safely process beef products for consumers. The group also visited empirical Foods, gaining insight into innovative technologies and processes that maximize value throughout the production system.

"It's critical we understand the entire beef value chain in order to better understand the challenges facing our industry, both as producers and as leaders," Brackett said. "As a group composed mainly of cow-calf producers and feedlot operators, the time spent at Tyson and empirical showed the group the inner workings of a sector many of us aren't exposed to regularly. It allowed us to see, firsthand, some of the challenges facing other segments of the industry and gave all of us a better understanding of just how complex the industry really is."

On June 2, the class traveled to Wooster, Ohio, to spend the day at Certified Angus Beef's headquarters. There, participants gained a deeper appreciation for the retail and foodservice sectors that connect beef producers directly with consumers. Through presentations and discussions with industry professionals, participants explored evolving consumer preferences, purchasing trends, and the marketing strategies that help maintain beef's position as the protein of choice for millions of consumers.

The final leg of the trip brought participants to Washington, D.C., where they experienced firsthand the policy and advocacy work that is central to NCBA's mission. Participants learned about NCBA's grassroots policy development process and received briefings on the legislative and regulatory issues currently impacting cattle producers.

Following a full day of preparation and issue briefings, participants put their training into action on Capitol Hill, meeting directly with members of Congress and congressional staff to advocate for the issues most important to cattle producers and rural communities. For many participants, these meetings served as a



President Jim Ledford and 1st Vice President Joey Carter represented NCCA at the 2026 YCC.

NCBA News continued on the next page

NCBA News *continued from the previous page*

reminder that effective advocacy begins with informed producers who are willing to share their experiences with elected officials.

The program concluded with a reception and NCBA-PAC auction, where participants demonstrated their commitment to the future of the industry by raising more than \$94,000 in support of NCBA-PAC's efforts in D.C.

Led by 2026 YCC Chair Leoma Donsbach of Montana, the Class of 2026 brought together participants from diverse backgrounds, regions, and sectors of the beef industry. While the program provided invaluable educational opportunities and industry exposure, many participants agreed that the relationships formed throughout the week may prove to be the most lasting benefit.

"Over the past eight days, our class developed a shared commitment to strengthening the cattle industry," Donsbach said. "As we return home, I'm confident that all of us have a broader understanding and appreciation of this industry, a renewed appreciation for advocacy, and a depth of commitment to not only serving this industry but our communities as a whole. We also now share a bond that will last the rest of our lives, and that's one of the things that is truly special about the YCC program."

Individuals interested in participating in future YCC programs are encouraged to contact their state affiliate cattlemen's association or breed association to learn more about nomination opportunities and the selection process.

Positive Outlook for Cattle Business as Summer Business Meeting Concludes. With optimism for the cattle business remaining strong, nearly 700 cattle producers from across the country gathered in Aurora, Colo., this week for the Cattle Industry Summer Business Meeting. This event helps shape the future of the industry through grassroots policy development and discussions that will guide research, education, and promotion efforts.

"We conduct a lot of business during this meeting, but we also benefit by gathering together and learning from each other," said President Copenhaver. "I appreciate the time producers take away from their families to make our industry better for future generations and the commitment our state partners have to helping advance the business of the industry."

Producers participated in NCBA policy meetings and Beef Checkoff committee discussions to evaluate emerging issues, advance initiatives launched at CattleCon and establish priorities for the upcoming fiscal year. Regional meetings offered attendees the opportunity to discuss local issues impacting their operations.

"This meeting showcases the strength of NCBA's grassroots policy process," Copenhaver said. "State cattlemen's associations brought forward policy recommendations on a wide range of issues affecting producers, including the Conservation Reserve Program, Livestock Risk Protection, and *Theileria orientalis Ikeda*, the disease transmitted by Asian longhorned ticks. These discussions and resulting recommendations are where true grassroots policy development comes to fruition, ensuring NCBA's policy priorities are driven by cattle producers and reflect the needs of our industry."

The NCBA Board of Directors approved several policy recommendations that will be submitted to the membership for a mail ballot vote in September. The board meeting also highlighted the work of the Federation of State Beef Councils and its collaborative national efforts to promote beef, support research, expand education, and strengthen consumer trust, helping drive beef demand.

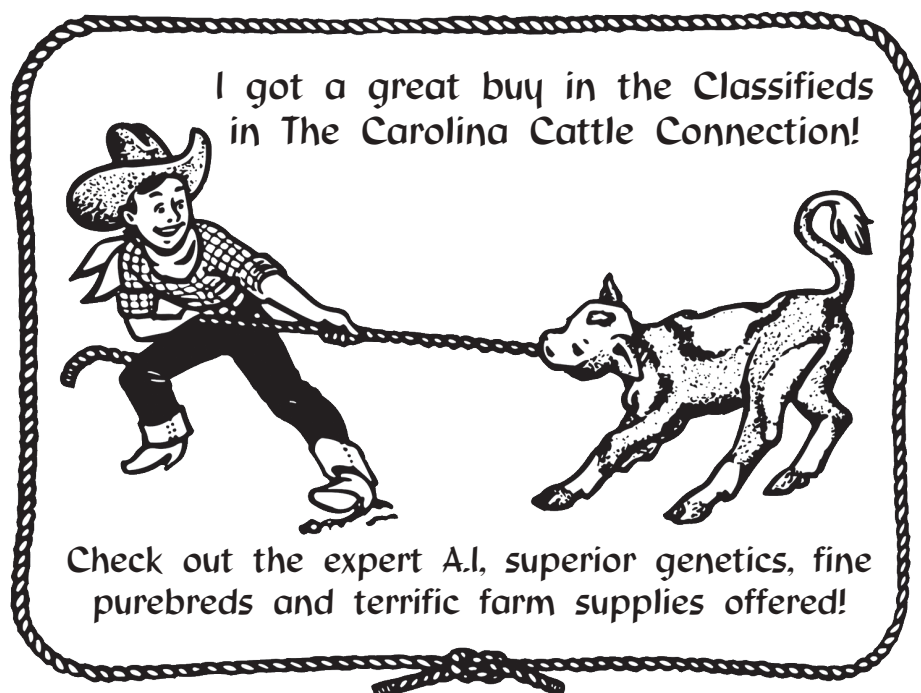
Cattle producers and industry stakeholders will again gather for CattleCon 2027, which is returning to downtown Nashville, Tenn., on February 2-4, 2027, with business meetings beginning February 1. For more information, visit www.ncba.org.

New Resource Helps Farming and Ranching Families Transition to Next Generation. Succession planning is one of the most important conversations farming and ranching families need to have, but those dialogues are often hard to navigate or never even get started. While it is a difficult subject to bring up, the time to plan is now.

NCBA is launching a new resource to help start the discussion. The online learning module guides families through the steps of transition and helps them create a succession plan unique to their operation.

"I've been through transition discussions with my kids, and I know it's not comfortable. As a former ag lender, I've also seen my community struggle with these conversations," said President Copenhaver. "I hope resources like this make it easier for cattle producers across the country to secure the future of their farms and ranches."

Professor Shannon Ferrell with Oklahoma State University specializes in estate planning and has spoken to thousands of producers on this topic. He emphasizes the importance of planning to secure business continuity and reduce stress when a family member passes.



“You owe it to your loved ones to have the courage to tackle this challenge by creating a succession plan,” said Professor Ferrell. “If you don’t plan now, you may end up leaving your family with a burden instead of a gift.”

Ferrell adds, “A failure to plan is a plan to fail.” He helps producers understand that their operations will undergo a transition at some point, either when someone dies or at a time of their choosing, so it is best to be proactive and have a structure in place.

This learning module is a starting place for cattlemen and women to initiate the necessary steps to pass on ownership and continue a hard earned legacy. While the conversations may be difficult, they are easier than not being prepared.

The Succession Planning Learning Module, which includes a workbook, is available for free by creating an account at <https://cultivate.vivayic.com/?tenantid=8>. For assistance, email help@cattlelearningcenter.org. This material is based upon work supported by USDA/NIFA under Award Number 2024-70027-42471.

Additional resources, including a Cattlemen’s College session recording, Cattlemen’s Webinar Series event, and recent Cattlemen’s Call podcast about this topic are also available.

NCBA Statement on Reopening of First Port of Entry in Arizona. NCBA recently released a statement in response to the U.S. Department of Agriculture (USDA) announcement that they will be reopening the port of entry at Douglas, Ariz., to shipments of cattle in 30 days. This is the first part of a phased reopening that will include ports of entry in Columbus and Santa Teresa, N.Mex., in the second phase, after further biosecurity assessments.

“Secretary Rollins and her team at USDA have been fighting the spread of New World screwworm with an aggressive five point plan and comprehensive response playbook. Their work — along with the diligence of cattle producers in border states —

bought the U.S. valuable time to improve our domestic readiness. The whole-of-government response has put us in a strong position to begin safely and gradually reopening our southern border to cattle shipments,” said NCBA CEO Colin Woodall. “This decision will help normalize business for cattle operations throughout the border states and Southern Plains. We appreciate the continued work of USDA to support American producers and the U.S. cattle industry.”

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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President Trump Signs Executive Order Advancing Regenerative Agriculture; Secretary Rollins Announces USDA Rule to Unlock Billions for American Farmers. On the heels of President Donald J. Trump signing an Executive Order advancing regenerative agriculture, U.S. Department of Agriculture (USDA) Secretary Brooke L. Rollins simultaneously announced a final Regenerative Feedstock Rule, a landmark action that will help farmers voluntarily capture new value from regenerative agricultural practices through biofuel markets.

The announcement builds upon President Trump's historic record of support for American agriculture and domestic biofuels. From delivering nationwide year round E15, establishing the highest Renewable Volume Obligations in American history, and extending the 45Z Clean Fuel Production Credit through the Working Families Tax Cuts Act, the Trump Administration has consistently expanded markets for America's farmers while strengthening U.S. energy independence. The Executive Order and USDA's Regenerative Feedstock Rule provide the next critical step by ensuring producers have a practical pathway to benefit from those expanding markets.

"The USDA's Regenerative Feedstock Rule put farmers, not Washington bureaucrats, in the driver's seat. Instead of mandates, we're creating market opportunities. Farmers who choose to implement regenerative practices will have new opportunities to earn premium prices, lower their input costs, improve soil health, and strengthen the long term profitability of their operations," said Secretary Rollins. This is exactly what President Trump's America First agenda looks like — empowering farmers and ranchers, supporting rural communities, driving lower input costs, improving farmer profitability, advancing regenerative agriculture, and helping Make America Healthy Again."

Together, President Trump's Executive Order and USDA's Regenerative Feedstock Rule represent the most significant market driven effort ever undertaken to reward America's farmers for voluntarily implementing regenerative practices while producing the crops that fuel America's growing bioeconomy.

The Regenerative Feedstock Rule establishes a framework to connect regenerative agriculture practices to new markets within the biofuel supply chain for corn, soybeans, sorghum, and spring canola. These standards include:

Covered biofuel feedstock crops and participating entities throughout the supply chain;

- Field level quantification of crop specific carbon intensity;
- Mass balance chain-of-custody standards, including traceability and recordkeeping;
- Auditing and verification requirements; and
- Regenerative agriculture practice standards for covered feedstock crops.

USDA is also releasing an updated USDA Feedstock Carbon Intensity Calculator (USDA FD-CIC) to help producers quantify regenerative practices such as cover crops, improved nutrient management, and conservation tillage — including no-till and reduced tillage. Producers can use the resulting reports when marketing eligible feedstocks to participating biofuel producers.

The new framework creates significant opportunities for



America's leading biofuel feedstock producers. American farmers currently produce approximately 6 billion bushels of corn used annually for ethanol production, with 68 percent of corn farmers already implementing at least one regenerative practice. Likewise, producers grow approximately 1.8 billion bushels of soybeans for biofuel production, while 70 percent of soybean farmers already utilize at least one regenerative practice. As participation grows, USDA expects the rule to expand premium market opportunities for producers across the country.

The Regenerative Feedstock Rule supports President Trump's broader agenda to strengthen rural America by expanding domestic markets, promoting American energy dominance, reducing regulatory burdens, encouraging regenerative agriculture, and ensuring America's farmers remain the most productive and competitive in the world.

These actions build on USDA's Regenerative Pilot Program that provided \$700 million to help American farmers adopt practices that improve soil health, enhance water quality, and boost long term productivity, all while strengthening America's food and fiber supply. Under this pilot, USDA has already completed over 67,000 whole farm conservation plans, covering more than 49 million acres and over 1,500 conservation contracts worth more than \$200 million.

Additional information about the Regenerative Feedstock Rule and the USDA Feedstock Carbon Intensity Calculator will be available at [USDA.gov](https://www.usda.gov) once posted to the *Federal Register*.

USDA Rural Development Certifies Farmers Innovation Fund to Expand Private Investment in Rural Businesses. The U.S. Department of Agriculture Rural Development recently announced the certification of the Farmers Innovation Fund as a Rural Business Investment Company, expanding private sector investment opportunities for innovative agricultural businesses serving rural America.

"Under President Trump's leadership, USDA is putting farmers first and driving investment to rural communities to ensure American agriculture leads the world in innovation," said Rural Development Deputy Under Secretary Joe Gilson. "The Farmers

Innovation Fund is a prime example of how this administration is harnessing private capital and the ingenuity of American producers to build the next generation of agricultural technology right here at home, strengthening rural communities and our nation’s food security in the process.”

The Farmers Innovation Fund takes a different approach to investing in agricultural technology by putting farmers at the center of testing and evaluating new innovations. Instead of relying mainly on laboratory research or small pilot projects, companies receiving investment through the fund will work directly with farmers across a wide range of operations to test how new technologies perform under real world farming conditions before broad market adoption.

“The Rural Business Investment Program is a catalyst for

private investment in rural America, helping connect capital with the entrepreneurs and businesses that drive economic growth in our nation’s rural communities,” said USDA Rural Development’s Rural Business Cooperative Service Acting Administrator Victoria Collin. “By certifying the Farmers Innovation Fund, we’re giving agricultural innovators a direct line to both capital and the producers who will put these technologies to work, and that partnership is what will move new tools from the drawing board to the field faster.”

Supported by private investment, primarily from Farm Credit Institutions, and guided by farmers’ expertise, the fund aims to bring promising technologies to the market faster, reduce the risk of adopting new innovations, strengthen U.S. agriculture supply chains, and create new opportunities for rural businesses, entrepreneurs, and manufacturers.

USDA Rural Development’s Rural Business Cooperative Service administers the Rural Business Investment Program, which licenses privately managed investment funds that provide financing to eligible rural businesses. Through the Rural Business Investment Program, the fund will provide much needed early stage capital to companies developing technologies that improve farm productivity, profitability, resilience, and the long term competitiveness of U.S. agriculture.

By encouraging experienced private fund managers to invest with rural stakeholders, Rural Development helps expand access to growth capital, encourage free enterprise, strengthen rural economies, and create quality jobs.

Secretary Rollins Announces Program to Support Small and Mid-Size Beef Processors. Secretary Rollins recently announced the Strengthening Processing for U.S. Ranchers (SPUR) Program that will provide temporary support for eligible beef processing establishments. Under SPUR, the U.S. Department of Agriculture will provide up to \$500 million in payments to eligible entities to support stronger and more stable market opportunities for American ranchers.

“America’s ranchers deserve a strong, competitive marketplace that rewards their hard work and preserves opportunity for generations to come,” said Secretary Rollins. “Today, historically tight cattle supplies, the Biden administration’s anti-cattle focus, consolidation in and foreign ownership of meat packing, and the reemergence of New World Screwworm have created extraordinary market conditions that are placing significant pressure on our independent and regional beef processors. Through the Strengthening Processing for U.S. Ranchers (SPUR) Program, USDA is taking targeted action to preserve the independent processing capacity that ranchers rely on, strengthen competition across the American beef supply chain, and support rural communities across the country. This is another important step in our Plan to Fortify the American Beef Industry by strengthening domestically owned processing capacity and ensuring America’s cattle producers continue to have strong market opportunities and meet America’s historically high beef demand. As we Make America Healthy Again,

S.C. Cattle Receipts, Trends, and Prices for the Month of JUNE 2026			
Cattle Receipts: 6,357 • Previous Month: 5,937			
Feeder supply - 27% steers • 40% heifers • 33% bulls			
SLAUGHTER CLASSES			
	Avg. Wt.	Price	
Cows - % Lean			
Breaker	1,402	\$184.50	
Boner	1,192	\$181.64	
Lean	1,069	\$161.62	
Bulls - Yield Grade 1-2	1,586	\$205.37	
FEEDER CLASSES			
FEEDER STEERS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	427	470.20	\$2,007.75
450-500	469	452.25	\$2,121.05
500-550	524	421.88	\$2,210.65
550-600	576	409.87	\$2,360.85
600-650	622	395.42	\$2,459.51
650-700	677	356.12	\$2,410.93
FEEDER BULLS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	422	466.78	\$1,969.81
450-500	472	452.36	\$2,135.14
500-550	522	412.50	\$2,153.25
550-600	567	407.38	\$2,309.84
600-650	620	370.21	\$2,295.30
650-700	669	351.86	\$2,353.94
FEEDER HEIFERS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	422	429.67	\$1,813.21
450-500	466	420.25	\$1,958.37
500-550	520	383.25	\$1,992.90
550-600	571	367.81	\$2,100.20
600-650	621	349.35	\$2,169.46
650-700	658	330.34	\$2,173.64
Source: S.C. Department of Agriculture - USDA Market News Service Columbia, S.C. - 803-737-4491			

USDA News continued from the previous page

we are working to ensure American families have continued access to nutritious, high quality American beef while promoting greater competition, a more resilient food supply chain, and long term affordability at the grocery store.”

“Small and mid-size beef processors are essential to maintain the diversity of America’s food system,” said Under Secretary for Food Safety Mindy Brashears. “Supporting this processing capacity helps preserve market options for our U.S. ranchers, strengthens regional supply chains, and ensures American families continue to have access to safe, high quality beef produced here at home.”

“Competitive supply chains help ensure American ranchers have reliable markets for their cattle,” said Under Secretary for Farm Production and Conservation Richard Fordyce. “Through the SPUR Program, USDA is bolstering market opportunities for ranchers and supporting a resilient beef industry.”

These payments are authorized under the Commodity Credit Corporation Charter Act and are administered by the Farm Service Agency (FSA). Payments are intended to provide financial support to eligible beef processors who have faced increased costs of acquiring cattle for processing due to the abnormally low number of cattle being raised in the U.S. at this time and other conditions currently impacting the cattle market. Additional information, including applications, will be provided to eligible entities using contact information that is currently on file with the USDA Food Safety and Inspection Service.

Entities eligible to receive funding under SPUR must be beef

processing establishments under federal inspection, as well as beef processing establishments inspected under the Talmadge-Aiken Cooperative Inspection Program and the Cooperative Interstate Shipment Program (CIS). Further, eligible entities must be U.S. owned and cannot be nationally dominant in beef processing — or owned by an entity that is. For purposes of SPUR, nationally dominant will be defined as an entity holding a market share greater than or equal to the entity holding the fourth largest share of the beef processing market.

For decades, the beef processing industry in the U.S. has been heavily concentrated, and today just four companies control nearly 85 percent of the beef processing market, including two foreign owned companies. Ensuring domestic processors can continue operating during this period where the U.S. cattle herd is at a 75 year low is critical to national security and will ensure a strong supply chain once the herd is rebuilt.

This new program also directly supports the USDA Plan to Fortify the American Beef Industry and the USDA Small Processors Action Plan by ensuring American ranchers have access to regional processing capacity they rely on to support branded and value added beef programs, such as the Product of USA label that USDA started promoting earlier this year.

Maintaining this regional processing capacity is also a key part of the Make America Healthy Again movement by ensuring access to high quality protein in alignment with the new Dietary Guidelines for Americans.

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						
Chadbourn	377	199	512	256	253	260						
Mid-Atlantic Cattle Sales	2,547	2,371	2,005	3,744	1,858	1,509						
North Wilkesboro	368	632	1,268	963	1,075	779						
Norwood	2,462	2,091	2,542	4,176	3,005	1,917						
Shelby	1,406	1,311	2,205	1,886	1,790	1,348						
Siler City	2,675	2,480	3,758	2,680	3,722	3,284						
Smithfield	1,183	1,292	1,709	2,025	1,253	1,024						
Turnersburg	2,956	2,709	5,652	4,194	3,146	3,415						
NC Graded Feeder Calf Sales			618			1,449						

USDA makes American children healthier, agriculture stronger with more farm-to-school investments. *Department awards second cohort of grants, completes year of record breaking funding.* Secretary Rollins recently announced the second cohort of fiscal year (FY) 2026 Patrick Leahy Farm to School Grants, completing the largest ever, single year financial investment in the history of the grant program. This year, USDA awarded a total of nearly \$20 million to 68 projects that will empower more American farmers, producers, ranchers, and fishers to serve their local foods in school meals, summer meals, and childcare settings.

“Without a doubt, farm to school is one of the most powerful ways to Make America Healthy Again by bringing real food back to the heart of America’s food culture and onto kids’ lunch trays,” said Secretary Rollins. “Our historic investment in farm-to-school projects is a win-win-win for kids, farmers, and communities — students are nourished with farm fresh, nutrient rich foods; producers access dependable markets through schools; and local economies are strengthened. USDA is committed to putting American agriculture at the center of our nutrition programs, and that starts with our children.”

The Patrick Leahy Farm-to-School Grant Program increases the availability of local foods in child nutrition programs and connects children to the sources of their food through local procurement, education, taste tests, school gardens, and field trips. A few spotlights from the grantees in Cohort 2 include:

- Jefferson County School District will establish a comprehensive farm-to-school program serving high school students in Mississippi’s Delta region. This project transforms underutilized greenhouses into thriving hydroponic production systems where students grow fresh vegetables and herbs year round for school cafeteria meals. Beyond student grown food, the school’s child nutrition programs will establish purchasing relationships with four local farms, which students will visit for educational field trips. This initiative prepares students for careers in Mississippi’s number one industry, agriculture, while immediately improving their daily nutrition through increased access to fresh local foods.

- The WSBZ Farm-to-School Implementation Project will fully integrate farm-to-school practices across all 11 schools within Bryant Public Schools. By embedding Arkansas grown specialty crops into child nutrition program menus, the project will result in increased access to fresh, locally produced foods in school meals, improved nutrition and agricultural literacy among students, and strengthened economic opportunities for more growers in Arkansas.

- USDA announced the first cohort of FY 2026 grantees in April. Project descriptions for all of this year’s grantees can be found on the Patrick Leahy Farm-to-School Program website.

- USDA reimagined the FY 2026 Farm-to-School Grant program to prioritize innovative, large scale projects built on strong partnerships, resulting in the highest number of applicants and the most money awarded in a single year of the program. Since the Farm-to-School Grant program first launched in 2013, USDA’s Food and Nutrition Administration has awarded more than \$119 million in grants, funding more than 1,265 projects throughout all 50 states, the District of Columbia, U.S. Virgin Islands, Guam, and Puerto Rico.

USDA Celebrates One Year Anniversary of the Working Families Tax Cuts Act, Delivers Final ‘Farmers First’ Program Improvements. *Significant Enhancements to Disaster Assistance and Commodity Loan Programs.* Secretary Rollins recently announced that USDA is making significant improvements to its disaster assistance and commodity loan programs as outlined in the Working Families Tax Cuts Act to celebrate the one year anniversary of President Trump signing the Act into law on July 4, 2025. As part of the commitment to put Farmers First, USDA’s Farm Service Agency (FSA) is strengthening disaster assistance support for livestock producers, orchardists, and nursery tree growers, increasing Marketing Assistance Loan rates, and expanding Marketing Assistance Loans to better help cotton and sugar producers.

“As we celebrate our nation’s 250th birthday, we also celebrate our all important farmers,” said Secretary Rollins. “The Trump administration is committed to ensuring the economic success of farmers and ranchers who rely on a strong safety net when natural disasters impact their infrastructure or when market prices affect their profitability. These producers need and deserve assistance that works for them, not against them.”

Cumulatively, the changes outlined in the Working Families Tax Cuts Act provide a significant investment in American agriculture. In June, FSA announced expanded payment limitation and payment eligibility provisions and the opportunity to increase base acres on eligible farms. FSA also previously announced that producers will benefit from increased reference prices for major commodities starting this fall. Additional policy enhancements for FSA disaster and commodity loan programs took effect in July.

Disaster Assistance Programs - USDA is expanding disaster assistance coverage and increasing benefits to help producers recover from eligible losses.

Emergency Assistance for Livestock, Honeybees, and Farm Raised Fish Program (ELAP) – ELAP helps producers with losses due to disease, certain adverse weather events, and qualifying conditions that are not covered by other USDA disaster assistance programs. Retroactive to January 1, ELAP is providing benefits to farm raised fish losses due to birds that feed on fish and has established a payment rate of \$600 per acre of farm raised fish. Also, effective for 2026 losses, FSA will use a normal mortality rate of 15 percent for eligible honeybee colony losses.

Livestock Forage Disaster Program (LFP) – LFP provides financial assistance to livestock producers who suffer eligible grazing losses due to a qualifying drought or fire. Retroactive to January 1, the threshold has been lowered for producers to qualify for a one month payment with payments now triggering after four consecutive weeks of qualifying severe drought (D2 on the U.S. Drought Monitor) conditions instead of eight weeks. And producers may receive a two month payment if D2 drought conditions continue for seven out of eight consecutive weeks during the normal grazing period.

Livestock Indemnity Program (LIP) – LIP helps livestock owners and contract growers who suffer livestock losses beyond

USDA News *continued from the previous page*

normal mortality levels due to eligible adverse events. Starting this year, retroactive to January 1, LIP rates increase to 100 percent for predation from animals listed as endangered or protected (compared with 75 percent of market value), and producers have the option to document regional price premiums that exceed the national average market price for eligible livestock losses. Additionally, LIP will also cover unborn livestock losses that occurred on or after January 1, 2024. In most cases, the payment will be automatic for 2024 and 2025 losses based on LIP data on file with FSA with no action required by the producer.

Tree Assistance Program (TAP) – TAP helps orchardists and nursery tree growers replant or rehabilitate trees, bushes, and vines that were lost due to an eligible natural disaster. Retroactive to January 1, FSA is removing the 15 percent normal mortality rate, increasing the reimbursement rate for activities like pruning and removal, and extending the implementation period to 24 months with an option to extend.

Marketing Assistance Loans – Marketing Assistance Loans (MALs) help producers manage cash flow needs and provide marketing flexibility until market prices improve. Producers who choose to forego an MAL can receive a Loan Deficiency Payment (LDP) that provides immediate financial support without taking out a loan. Both are reauthorized through crop year 2031 and, starting in 2026, loan rates will increase for all eligible commodities. FSA is improving MALs for cotton and sugar producers by:

- Increasing cotton storage credit cap starting with the 2026 crop.
- Updating prevailing world market price for upland cotton, using the three lowest price growth quotes instead of five. This change is retroactive to July 4, 2025.
- Calculating a new prevailing world market price for extra long staple cotton, which will be announced weekly, similar to upland cotton.
- Authorizing refunds of upland cotton loan redemptions when the Adjusted World Price (AWP) declines within 30 days of the loan repayment date. Producers who request an LDP may be eligible for an additional LDP disbursement if a lower AWP is announced. This change is retroactive to July 4, 2025.
- Extending sugar program through 2031 and increasing raw cane and refined beet sugar loan rates. Additionally, sugar marketing allotments will be adjusted for beet sugar processors.

More Information – For more information on these updates to FSA programs, visit the respective program webpage on fsa.usda.gov or this Federal Register notice. Producers interested in applying for disaster assistance, Marketing Assistance Loans, or other FSA programs should contact their local FSA office.

USDA, HHS, and EPA Join Forces to Bolster Consumer Protections from Heavy Metals and Other Contaminants in Food. Secretary Rollins, U.S. Secretary of Health and Human Services Robert F. Kennedy, Jr., and U.S. Environmental Protection Agency Administrator Lee Zeldin recently announced an updated Memorandum of Understanding to reaffirm their shared commitment to protecting consumers from heavy metals and other

contaminants in food.

For decades, USDA, HHS, and EPA have coordinated through the National Residue Program to monitor and regulate meat, poultry, and egg products. This updated MOU strengthens collaboration under this program and adopts new methods to better detect and address potential risks.

“American farmers, ranchers, and producers grow and raise the safest, most abundant, and most affordable food supply in the world. Together with our partners at HHS and EPA, we are strengthening the health of American families and giving consumers confidence in the safety of our food supply,” said Secretary Rollins. “This new MOU modernizes how our agencies work together and streamlines the way we share information, coordinates scientific expertise, and improve how we detect and address potential risks. This is the Trump Administration improving the way our government works so we can better protect the American people and ensure the safety of our food supply, which is truly a national security and health priority.”

“Protecting Americans from harmful contaminants in food is a core priority of the Trump Administration,” said HHS Secretary Kennedy. “We are strengthening oversight, improving detection, and coordinating across the federal government to reduce exposure to heavy metals and other toxins. I appreciate Secretary Rollins and Administrator Zeldin for their leadership as we work together to protect American families and Make America Healthy Again.”

“At the Trump EPA, we are excited to help advance new policies to Make America Healthy Again. This announcement ensures a safer food supply by supporting new testing methods to reduce metal residues in produce, meat, and, for the first time ever, processed foods,” said Administrator Zeldin. “We want Americans to feel confident the food on their plate has been held to the highest standards of safety. It’s an honor to serve on the MAHA Commission, led by Secretary Kennedy, working with great partners like Secretary Rollins to pave the way for a healthier nation for generations to come.”



As part of this effort, the USDA Food Safety and Inspection Service (FSIS) has already taken steps to modernize monitoring for heavy metals in foods by implementing a new, streamlined laboratory method to measure the quantity of 18 heavy metals at extremely low levels. If elevated or unusual levels are detected, FSIS conducts science based assessments to determine when the agency should take action to keep risky products out of the food supply. Additionally, FSIS will also expand its surveillance for heavy metals to include processed foods, such as sausages and ready-to-eat meals, which combine ingredients from multiple sources.

The data collected by FSIS shows heavy metal contamination of raw meat and poultry products is extremely rare, and FSIS will continue to publish results of this surveillance testing online, ensuring transparency for industry and consumers.

This updated MOU further advances efforts to Make America Healthy Again (MAHA) and builds on the MAHA Report's goal of reducing children's exposure to heavy metals, PFAS, and other harmful contaminants.

Growing Momentum Behind USDA's Product of USA Label with 10 New Companies Joining Initiative. Secretary Rollins recently announced that ten additional meat and poultry companies have adopted USDA's voluntary Product of USA label, marking continued momentum behind the Administration's efforts to help consumers easily identify products that are truly born, raised, harvested, and processed in the United States.

Since USDA launched its nationwide awareness campaign earlier this year, more processors across the country have committed to using the Product of USA label, giving consumers greater confidence that when they purchase products bearing the claim, they are directly supporting American farmers, ranchers, processors, and rural communities.

"President Trump has made it clear that when American families buy American products, they should know exactly what they're getting," said Secretary Rollins. "The Product of USA label gives consumers confidence that the meat, poultry, and egg products they purchase come from animals born, raised, harvested, and processed right here in the United States. Every new company that adopts this label represents another win for America's ranchers, processors, and rural communities. USDA will continue working every day to strengthen domestic food production and ensure American agriculture remains the strongest in the world."

The newest companies to adopt USDA's Product of USA label include:

- Harris Ranch – California
- One World Beef – California
- Upper Iowa Beef – Iowa
- American Foods Group (AFG) – Multiple locations
- Agri Beef – Idaho
- FPL Food – Georgia
- Hadrick Farms – South Dakota
- Fort Worth Meats – Texas
- Wholystone Farms – Nebraska
- Harrison's Poultry – Illinois

"Origin should never be a mystery. Consumers deserve labels

they can trust, U.S. producers deserve recognition for what they produce, and every meat product should be represented honestly for what it is. Working from pasture to package gives us a unique appreciation for the responsibility behind every label. Honest representation honors the work of producers and gives consumers the confidence to know exactly what they're buying," said Juan Ramos, Founder and CEO, Fort Worth Meats.

"We're a four generation family business, and since 1893, supporting this community has been at the heart of how we operate. As one of the smaller, family owned names in the program, we're proud to commit to the Product of USA label. It says plainly what's always been true for us — our poultry is sourced and prepared right here in America, by a business that invests in the people and place it comes from," said Kyle Zimmerman, Co-President and Co-Owner, Harrison's Poultry.

"Now more than ever, consumers deserve to know where their food comes from and to have confidence in the integrity of the products they purchase. The USDA Product of USA program creates a meaningful connection between American ranchers and the families they feed by recognizing producers who are committed to raising and processing livestock entirely within the United States. We are grateful for USDA's leadership in strengthening transparency, supporting American agriculture, and helping preserve the future of independent ranching for generations to come," said Eric Brandt, President, One World Beef.

The continued expansion of the Product of USA label complements President Trump's and Secretary Rollins's broader strategy to strengthen America's beef industry by supporting independent ranchers, family farmers, and small and mid-sized meat processors. By creating new market opportunities for products that are fully American from pasture to plate, USDA is helping ensure producers and processors can compete, grow, and meet rising consumer demand for American raised meat.

In June, Secretary Rollins announced the Strengthening Processing for U.S. Ranchers (SPUR) Program. Together, SPUR and the Product of USA initiative represent complementary efforts to strengthen America's meat supply chain, expand market opportunities for independent producers, and increase consumer access to high quality American raised products.

Several companies participating in the Product of USA initiative are also expected to benefit from USDA's SPUR Program, further strengthening their ability to invest in American processing capacity and expand marketing opportunities for U.S. ranchers.

USDA continues to receive strong interest from additional processors across the country, with more companies expected to adopt the Product of USA label in the coming months as consumer demand for authentic American produced meat continues to grow.

USDA Announces Phased Reopening of Southern Ports for Livestock Trade. USDA recently announced a coordinated, phased reopening of southern cattle ports, contingent on Mexico's adherence to the Joint Action Plan. Beginning on August 24, USDA will open the Douglas, Ariz., port of entry to cattle trade,

USDA News *continued from the previous page*

while simultaneously initiating the operational steps necessary for subsequent openings at the Santa Teresa and Columbus, N.Mex., ports. Every animal entering the United States through these ports will undergo a full USDA inspection to ensure it is free of any signs of New World screwworm (NWS).

“Protecting the United States from NWS and pushing this pest out of Mexico and back to the Darien Gap is a top priority at USDA and has the full attention of the Trump Administration,” said Secretary Rollins. “The closure of the Southern ports of entry for the last year has been a tough but necessary action to control the spread of NWS in Mexico and protect the American livestock industry. Thanks to the work across the federal government as well as state, local, and industry partners, it is now safe to reopen the Douglas, Ariz., port in 30 days to resume the hundreds year old movement of cattle.”

For many years, Sonora and Chihuahua have maintained a strong animal health infrastructure program, built on the backs of successful animal disease control measures. While the rest of Mexico has not been able to stop the spread of the screwworm or stop legal and illegal movement, Sonora and Chihuahua do have a track record of success in these spaces, giving USDA confidence that they can do the job.

USDA proposes a phased reopening of Southern ports to livestock trade, contingent upon satisfactory progress on priority Action Plan milestones.

Sonora and Chihuahua are identified as the lowest risk Mexican states for NWS due to their strong, well established inspection programs and their geographic distance from southern Mexico, where most cases are concentrated.

On August 24, USDA will reopen the Douglas, Ariz., port, which borders Sonora, to livestock trade. The closest active case to the Douglas port is ~325 miles — detected on July 22. After evaluating

the success of the initial reopening and potential impacts or risk assessment changes, APHIS will then consider reopening the Santa Teresa, and Columbus, N.Mex., ports to live cattle, bison, and horses.

The reopening timeline will remain flexible and may be adjusted based on Mexico’s progress in meeting Action Plan milestones and addressing critical issues.

The opening of ports may be paused if USDA identifies increased risk in Sonora or Chihuahua via post opening audits or other observations/information.

For more information about USDA’s New World screwworm response, visit <https://tinyurl.com/USDAScrewwormUpdate>.

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 United States 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.



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 _____

Address _____

City _____ State _____ Zip _____

Seller’s Signature _____

Buyer’s Name _____

Address _____

City _____ State _____ Zip _____

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 \$ _____

Person remitting assessment ☐ Seller ☐ Buyer

Send Form and Remittance to: **N.C. Cattlemen’s Beef Council**
P.O. Box 1207
Cary, NC 27512

FOR OFFICE USE ONLY

Check No.: _____

Postmark Date: _____



Cattlemen's Beef Board & Industry Leaders Gather for 2026 Cattle Industry Summer Business Meeting. Members of the Cattlemen's Beef Board (CBB) gathered with other beef producers, importers, and industry partners from across the country during the 2026 Cattle Industry Summer Business Meeting, held July 12–14 at the Gaylord Rockies Resort in Denver, Colorado. CBB executives and members conducted official business, reviewed Beef Checkoff initiatives, and discussed opportunities to continue growing beef demand.

"The Summer Business Meeting provides an opportunity for CBB members to come together, share ideas, and ensure the Beef Checkoff continues delivering value for the producers and importers who invest in the program," said Cheryl DeVuyst, chair of the Cattlemen's Beef Board. "The discussions that take place during these meetings help guide our work as we continue building consumer confidence in beef and strengthening demand."

There were 25 of the 27 new CBB members recently appointed by the U.S. Department of Agriculture (USDA) on hand for the Summer Business Meeting, with their official orientation taking place on July 11–12. These producers and importers bring diverse experiences and perspectives from across the country as they begin their terms on the CBB.

Throughout the meeting, attendees reviewed FY26 Beef Checkoff programs and initiatives, discussed priorities for 2027,

and collaborated with contractors and industry partners on efforts designed to support the beef industry's Long Range Plan. A broad range of Beef Checkoff committees convened during the three day event, including the Executive, Budget & Audit, and Checkoff Evaluation committees. Attendees were welcome to attend various Checkoff Program Committee meetings covering a range of topics, including promotion, research, consumer information, industry information, foreign marketing, and producer communications.

During the Checkoff Highlights Session, on July 14, the CBB presented its sixth annual Beef Checkoff Visionary Award to Glen Klippenstein of Maysville, Missouri. Klippenstein, who served as one of the original members of the Beef Board following the establishment of the national Beef Checkoff and later as Board chair in 1990–91, was recognized for his decades of leadership and unwavering commitment to the Beef Checkoff and the U.S. beef industry.

Following the Checkoff Highlights Session, Checkoff contractors were available to answer attendee questions at the "Chatting with the Checkoff," an annual event designed to increase Checkoff transparency and encourage open dialogue.

"The Summer Business Meeting reflects what makes the Beef Checkoff successful," said Greg Hanes, CEO of the Cattlemen's Beef Board. "When producers, importers, CBB members, and our Checkoff contractors come together to share ideas and evaluate our work, we're better positioned to make smart investments that strengthen beef demand and deliver value back to the people who fund the program."

For more information about the Cattlemen's Beef Board, the Beef Checkoff, and its programs — consumer information, foreign marketing, industry information, producer communications, promotion, and research — visit DrivingDemandforBeef.com.

About the Beef Checkoff. *The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50¢ on the dollar and forward the other 50¢ per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.*

About NCBA, a Contractor to the Beef Checkoff. *The National Cattlemen's Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff Program is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture.*

**Regular copy deadline
is AUGUST 5 for the
SEPTEMBER issue**

**Spotlight material
is due
AUGUST 1 for the
SEPTEMBER issue**



BEEF.
IT'S WHAT'S FOR DINNER.®

Trending in Food & Media

GROUND BEEF BECOMES THE STAR OF KEY RECIPE LISTS



Food & Wine shared two lists in May focused on Ground Beef. One list had nearly 30 ideas for burgers, the other looked at 13 ways to use up leftover Ground Beef aimed at budget conscious consumers.²



Ree Drummond offered her ten best Ground Beef recipes of all time. The post on the Pioneer Woman blog had the potential to reach more than nine million monthly readers.³



In May, the number of news media mentions about Ground Beef increased by 20% from April. At the same time, social media mentions soared by more than 88%.¹

POWER OF BEEF & PROTEIN GETTING MEDIA ATTENTION



Men's Health Magazine recently posted several articles focused on the benefits of protein. One article focused on a chef who runs six days a week. His main post-workout meal is steak and eggs.¹⁴



During the month of May, several Men's Journal articles that mentioned beef and protein were picked up or quoted by more than 80 other outlets.¹⁵



More than 47,000 news media mentions from January through May discussed protein and beef. Recipe posts frequently mention Ground Beef as high-protein and low-cost.¹

FROM THE ISSUES MANAGEMENT & PUBLIC RELATIONS TEAM



A release inviting travelers to explore iconic beef-forward experiences along the Route 66 Beef Trail was picked up by more than 400 outlets with the potential to reach 147 million consumers.¹⁶



Radio and television stations across the country interviewed pitmaster Erica Roby during a satellite media tour from the *Beef. It's What's For Dinner.* culinary center.⁷



News outlets including The Associated Press, Yahoo! Finance, KTLA-TV and more shared the Mother's Day release that focused on brunch recipes from BIWFD.¹⁸

ARMS #052826-04

1. National Cattlemen's Beef Association. (2025). *Traditional and social media listening dashboards*. Retrieved from Meltwater: www.meltwater.com
2. <https://www.foodandwine.com/how-to-use-leftover-burger-meat-11975059>
3. <https://www.thepioneerwoman.com/food-cooking/meals-menus/g71295332/ree-drummond-favorite-ground-beef-recipes/>
4. <https://www.menshealth.com/nutrition/a71177748/kevin-tien-chef-runner-steak-eggs-recipe/>
5. <https://www.mensjournal.com/health-fitness/registered-dietitian-flat-iron-steak-underrated-meat-high-protein>
6. <https://finance.yahoo.com/sectors/energy/articles/hit-road-celebrate-100-years-110000438.html>
7. <https://www.rfdtv.com/pitmaster-erica-roby-shares-grilling-tips-ahead-of-memorial-day-weekend>
8. <https://apnews.com/press-release/pr-newswire/bring-bold-flavor-to-mothers-day-brunch-6f41c8bfc492f3cb-64f38e9e339f3b9e>





BEEF CUTS

AND RECOMMENDED COOKING METHODS

CHUCK		RIB	LOIN	SIRLOIN	ROUND	INGREDIENT CUTS	
Arm Chuck Roast 	Cross Rib Chuck Roast 	Prime Rib Roast 	Porterhouse Steak 	Top Sirloin Steak LEAN	Top Round* LEAN	Kabobs* 	
Arm Chuck Steak 	Shoulder Roast LEAN	Ribeye Steak, Bone-In 	T-Bone Steak 	Top Sirloin Petite Roast LEAN	Top Round Steak* LEAN	Stew Meat 	
Blade Chuck Roast 	Shoulder Steak* LEAN	Back Ribs 	Strip Steak, Bone-In LEAN	Top Sirloin Filet LEAN	Bottom Round Roast LEAN	Strips 	
Blade Chuck Steak* 	Ranch Steak LEAN	Ribeye Roast, Boneless 	Strip Steak, Boneless LEAN	Coulotte Roast 	Bottom Round Steak* LEAN	Cubed Steak 	
7-Bone Chuck Roast 	Flat Iron Steak 	Ribeye Steak, Boneless 	Strip Petite Roast LEAN	Coulotte Steak LEAN	Bottom Round Rump Roast LEAN	Ground Beef and Ground Beef Patties 	
Chuck Center Roast 	Top Blade Steak 	Ribeye Cap Steak 	Strip Filet LEAN	Tri-Tip Roast LEAN	Eye of Round Roast LEAN	Shank Cross-Cut LEAN	
Denver Steak 	Shoulder Petite Tender LEAN	Ribeye Petite Roast LEAN	Tenderloin Roast LEAN	Tri-Tip Steak LEAN	Eye of Round Steak* LEAN	Tenderloin Tips 	
Chuck Eye Roast LEAN	Shoulder Petite Tender Medallions LEAN	Ribeye Filet LEAN	Tenderloin Steak (Filet Mignon) LEAN	Petite Sirloin Steak 	BRISKET		PLATE & FLANK
Chuck Eye Steak 	Short Ribs, Bone-In 			Sirloin Bavette Steak 	Brisket Flat LEAN	Inside Skirt* 	
Country-Style Ribs 					Brisket Point 	Flank Steak* LEAN	
						Short Ribs, Bone-In* 	

KEY TO RECOMMENDED COOKING METHODS

Grilling

Oven Roasting

Stewing

Braising

Skillet-to-Oven

Stir-Fry

Broiling

Skillet Cooking

Pressure Cooking

Indirect Grilling

Smoking

BEEF

Funded by Beef Farmers and Ranchers

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ARMSF

| LEAN

These cuts meet the government guidelines for lean, based on cooked servings, visible fat trimmed.

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 (3 1/2 oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).



FEDERATION OF STATE BEEF COUNCILS UPDATE

Shaping Consumer Preferences. The National Cattlemen's Beef Association is a proud contractor to the Beef Checkoff. The work NCBA conducts on behalf of U.S. farming and ranching families is focused on the areas of Consumer Information, Promotion, Research, and Industry Information. Programs from several of these areas are highlighted here.

Within this work, Consumer Information plays a key role. Through its Authorization Request (AR), NCBA partners with trusted experts, creators, media, and channel partners to educate and inspire consumers about beef — building credibility and driving demand. The AR reaches four distinct audiences through tailored programs, engaging consumers at key moments from inspiration and education to purchase, and ensuring beef's story is shared by voices they trust across the platforms that matter most.

The Thought Leader Outreach and Engagement program builds relationships with influencers and subject matter experts, such as recipe creators, food lovers, celebrity chefs, and beef advocates, who positively shape how consumers think about and purchase beef. Through authentic storytelling, these voices build trust by showcasing beef's superior taste, convenience, and versatility, while demonstrating how beef fits into a wide range of lifestyles and well being journeys. Activation includes social media content, creating new beef recipes, podcasts, newsletters, and experiential events like hands-on cookery and ranch tours, creating meaningful touchpoints that inspire consumer behavior change.

State Beef Council Extension – The program provides national support and consultation to empower states to execute their own influencer partnerships. In 2026, state activations include the Girls Who Grill events, where 26 states are involved in planning more than 20 events to be held across the country this summer grilling season.

Nutrition, health, and medical professionals are the most trusted sources of nutrition information for consumers, making them a powerful influence on perceptions of beef's role in health and nutrition. This tactic is fully dedicated to licensed and credentialed experts — registered dietitians, physicians, nurses, and certified fitness professionals — providing science based education tailored to their needs. Initiatives include establishing partnerships to build more trust, educating health professionals through conferences, webinars, and newsletters, sharing science based content, influencing peer-to-peer content, and growing beef nutrition advocates.

State Beef Council Extension – Medical health professional toolkits continue to be a top performing outreach effort, with distribution strengthened by strong participation from state beef councils. To date, 26 states have expanded reach through local investment, helping the campaign reach nearly 5,000 medical professionals and 500,000 consumers with evidence based information on beef's role in a healthy diet.

The Public Relations audience supports a robust communications strategy focused on protecting the reputation of the beef industry while encouraging consumption through education and inspiration. By leveraging the media as a third party, this tactic works with journalists, thought leaders, and industry experts to deliver accurate, credible stories about beef. For example, this tactic has secured placements in national consumer outlets such as TODAY Show, Yahoo! News, and MSN. In the second quarter alone, the placements reached consumers a potential 4.7 billion times. These efforts reinforce consumer confidence, address emerging issues, and ensure beef remains a trusted choice in an increasingly complex and scrutinized food landscape.

State Beef Council Extension – The team provides support to state leaders to extend these tactics in their own markets. This year, the regional content partnership campaign includes several state and national collaborations, including a story published in Houstonia, with more to come in the summer and fall. Many of the media and reputation management placements can be shared through state channels to amplify reach and to touch a regional audience.

Channel Marketing builds trusted relationships with retailers, foodservice professionals, and supply chain thought leaders who help ensure beef remains readily available to consumers — in retail stores and on restaurant menus. Through ongoing education, tools, resources, and engagement, the program equips partners with the tools and confidence to position and recommend beef, from category management and menu planning to merchandising and promotion. Channel marketing also continues to include e-commerce to promote and sell beef to consumers shopping online, which consistently delivers strong results. This past year, these efforts drove more than \$50 million in incremental beef sold, and for every Checkoff dollar invested, \$44 of beef was sold.

State Beef Council Extension – National e-commerce provides an entry point for state partners to drive measurable beef sales at the local level. More than 20 states have benefited from and invested in retail ecommerce efforts over the past year.



Beef Promotion and Research Program
PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CFR 1260.201). Failure to report can result in a fine.
Information is held confidential (7 CFR 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:
SOUTH CAROLINA BEEF COUNCIL
P.O. Box 11280
Columbia, SC 29211

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A NEWS

Animal Ag Alliance

2026 College Aggies Online scholarship program kicks off September 21. Scholarships available for students passionate about agriculture advocacy. The Animal Agriculture Alliance is excited to announce the return of its annual College Aggies Online (CAO) scholarship program. Beginning September 21, the nine week program connects college students from across the country who are passionate about sharing agriculture's story. Through hands-on communication challenges, mentorship, and networking opportunities, participants will strengthen their communication skills while gaining confidence to engage in conversations about agriculture online and on campus. Collegiate students, clubs, and classes are invited to sign up now at animalagalliance.org/initiatives/college-aggies-online-sign-up.

Last year, through CAO, the Alliance awarded more than \$16,000 in scholarships and prizes to students, clubs, and classes for demonstrating creativity and effective communication. Similar scholarship opportunities are available for participants in the 2026 program.

Throughout the program, participants connect with farmers, ranchers, industry professionals, and agricultural communicators who serve as mentors, offering real world insight into agricultural communications and career development. Among this year's mentors is Alexis Main, Ph.D., who serves as the Oklahoma Animal Care Advocate through her consulting firm, Paradigma Agricultural Innovations and Consulting. As a former CAO scholarship recipient, Main brings firsthand experience with the program and is excited to help participants strengthen their communication skills and confidently share agriculture's story.

"CAO played such a pivotal role in my life, not only helping me develop the skills and confidence to advocate for animal agriculture but also inspiring my pursuit of an advanced degree in animal well being," said Main. "Having been a CAO scholarship recipient and past Alliance intern, it's incredibly meaningful to come full circle as a mentor and support students through the same program and organization that had such a lasting impact on me, both personally and professionally."

In the individual division, students earn points by completing weekly challenges such as writing blog posts, creating infographics, producing short form videos, and developing social media content that promotes agriculture and food production.

In the club and class division, collegiate organizations and

classrooms compete by planning and hosting educational events that engage their campuses in conversations about agriculture. Activities may include food drives, farm tours, campus outreach events, educational displays, and other creative initiatives that connect students with modern agriculture.

Throughout the program, students have opportunities to network, collaborate, and ask questions in a private online group, connecting with peers from across the country as well as industry mentors and program sponsors.

"CAO helps college students bring structure to their passion for agriculture and sharing their agricultural story," said Nicki Hardy, manager, partnerships and programs, Animal Agriculture Alliance. "It is a unique opportunity for students to practice their communication skills in a supportive space where they can learn from others, compete for scholarships, and build confidence for future careers and advocacy."

Registration is now open for the 2026 program. College students, clubs, and classes are encouraged to sign up and begin preparing for the September 21 kickoff.

The 2026 CAO program is sponsored by CHS Foundation, Cooper Farms, Culver Franchising System, Dairy Management Inc., Farm Credit, Institute for Feed Education and Research, Lallemand, John K. Vanier Foundation, National Chicken Council, National Corn Growers Association, National Pork Board, and Ohio Poultry Association. Their support helps provide students with valuable communications experience, mentorship opportunities, and scholarships. Additional sponsorship support is essential to expanding the program's impact and investing in the next generation of agricultural communicators. Organizations interested in sponsoring CAO can view the sponsorship opportunities or contact Nicki Hardy at nhardy@animalagalliance.org.

About the Animal Agriculture Alliance. *The Alliance safeguards the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation's food security with damaging misinformation. For more information, visit www.animalagalliance.org.*



Have you forgotten something?

Make sure your cattle loving friends are members of your state and national associations!

California Rancher Testifies in Support of Representative McClintock's Land Management Bill.

Public Lands Council (PLC) and California Cattlemen's Association (CCA) member Tim Erickson recently testified in a House Natural Resources Federal Lands Subcommittee hearing on Representative Tom McClintock's H.R.8454. This legislation would authorize a land swap of two parcels between the U.S. Forest Service (USFS) and the National Park Service (NPS). The parcel that would go to USFS had been part of Mr. Erickson's grazing management for more than 100 years before it was transferred to NPS a decade ago. This transfer will restore Erickson's grazing management, return productive meadow to multiple use, and facilitate continued public access on a county road that goes through the parcel.

"My family has been ranching in Northern California for over 137 years and had managed Ackerson Meadow until it became part of Yosemite National Park in 2016. When the land was transferred to the park, my family lost our ability to use this area to gather our cattle in the fall ahead of trailing them home to winter pasture. This transfer not only makes sense for me but also for the meadow itself. Ackerson Meadow is a highly productive landscape, and our grazing management ensures that important public and wildlife infrastructure is maintained and that we reduce the risk of severe wildfire. Thanks to the House Natural Resources Subcommittee on Federal Lands for holding this hearing and Congressman McClintock for introducing this critical legislation," said Erickson.

"This commonsense legislation is mutually beneficial for both parties involved," said Representative Tom McClintock. "It removes confusion and helps both our California ranchers and the federal agencies involved to work together to utilize, maintain, and restore Ackerson Meadow. The legislation addresses a familiar problem in federal land management in the Sierra Nevada, the checkerboard of boundary lines that makes land management disjointed and inefficient to manage. This bill simply consolidates land jurisdictions between the National Park System and the National Forest System without increasing the federal footprint."

"Returning Ackerson Meadow to Forest Service administration will improve outcomes for the landscape and the community, and CCA applauds Representative McClintock for driving this policy change with H.R. 8454. California's forests are increasingly prone to catastrophic wildfires, and research consistently shows that grazing is an effective tool for mitigating fire risk. Returning this land to Forest Service management will ensure it can be grazed under the agency's multiple use mandate — improving wildfire resilience, stewarding habitat for native wildlife, and contributing to the local



economy," said CCA President and cattle rancher Rick Roberti.

NCBA and PLC Support a Return to Reasonable Boundaries for Bears Ears and Grand Staircase National Monuments. President Trump recently modified the Bears Ears National Monument and Grand Staircase-Escalante National Monument to restore multiple use management, including grazing, to more than two million acres. NCBA and PLC have been working for over a decade to protect livestock grazing in an area that has been devastated by repeated misuse of the Antiquities Act that jeopardized grazing and with a midnight

order at the end of the Obama administration.

"Revisions of the boundaries of the Bears Ears and Grand Staircase-Escalante National Monuments is welcome news for Utah communities and livestock producers who have fought for years to protect erosion of access to grazeable acres in the area," said NCBA Executive Director of Natural Resources and PLC Executive Director Kaitlynn Glover. "Protecting special areas and safeguarding cultural and economic productivity should not be at odds, but the Obama and Biden administrations ignored both the voices of Utah and the Antiquities Act that both called for direction to designate discrete areas, not whole landscapes.

While the monument management plans under previous administrations left the door open to some grazing, constrained access to grazing had rippling impacts. In 2015, the University of Utah showed that unutilized Animal Unit Months (AUMs) as a part of the monument management plan cost two Utah counties more than \$9 million in lost productivity — a loss that is crippling to rural communities already challenged by lack of property tax due to federal land ownership.

"NCBA and PLC thank the Trump administration for once again making clear that protecting unique landscapes can be done without locking up an area twice the size of Delaware. History is clear: when monuments are designated, livestock grazing is removed, and landscape health and communities suffer," said Glover.

Ranchers Encouraged by Grizzly Bear Management Returning to States. The Department of the Interior and U.S. Fish and Wildlife Service (USFWS) recently released a revised 4(d) rule for grizzly bear management that would return management authority to states. NCBA and PLC previously urged the Trump administration to reject the Biden-era proposal finalized in early 2025 and are encouraged to see a renewed focus on ensuring the Endangered Species Act (ESA) works as intended — supporting species' recovery, recognizing conservation successes, and working collaboratively with state partners.

"This proposed rule acknowledges that grizzly bears have met

recovery goals and the best management outcomes will happen at the state level,” said NCBA President-Elect and Idaho rancher Kim Brackett. “Management is most effective when policy reflects on-the-ground realities and provides the flexibility needed to address conflicts between grizzly bears, livestock producers, and rural communities. By removing non-scientific barriers to successful species management, the Trump administration is restoring a key function of the ESA which gives local stakeholders the tools they need to manage recovered grizzly bear populations. NCBA thanks the Interior Department and USFWS for bringing common sense to the recovery process and supporting rural communities.”

The revised management rule reflects years of scientific data and successful cooperative management that has resulted in recovered grizzly bear populations. Ranchers and other stakeholders have consistently called for greater management flexibility as predator populations have grown and conflicts with livestock and rural communities have increased.

“The science has been clear for years: grizzly bears are recovered, and it’s time to empower states to manage the wildlife and community dynamics for a stable future,” said PLC President and Colorado rancher Tim Canterbury. “As apex predator populations have grown, producers have faced increasing livestock losses, significant financial impact, and growing public safety concerns under a federal recovery regime. This updated rule makes the successful transition from recovery to management by working with state agencies, local stakeholders, and ranchers to effectively manage recovered grizzly bear populations. PLC thanks the Trump administration for following established science and standing with America’s ranchers.”

About the Public Lands Council. PLC represents public lands ranchers in Washington, D.C. Since 1968, PLC has worked with Congress and the federal land management agencies to maintain a stable business environment in which livestock producers can conserve the West and feed the nation and world. Visit www.publiclandscouncil.org to learn more.

10 Cool Facts About Cattle

**BEEF
AND THE
EARTH**

1



Cattle have been eating grass and plants on land and providing food for humans for hundreds of years.⁷

2

Cattle use their special stomach to digest grass in a way that humans can't and turn it into beef!¹



4

Cattle farmers and ranchers use cattle as a tool to improve nature — like a superpower!³



Cattle burps are part of a natural cycle. The gases they release only stay in the atmosphere for a 10 years before they return to the soil.⁷

3

When cattle graze, their manure, or poop, makes the soil healthier and helps plants to grow.⁵

5



The land where cattle live is also a home for many insects and animals like birds, deer and even butterflies.²

6

9

Cattle naturally prevent wildfires by eating the grass that fire would burn if it was left behind.^{4,6}



7

If beef cattle were removed from the land, weeds and grasses would crowd out important native plants and flowers.³

8

The land where cattle live also allows people to enjoy nature by biking, hiking, camping and more.²



10

90% of farms where cattle live are owned by families, meaning kids all over the country help their parents care for their animals and land.⁸

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Funded by
Beef Farmers and Ranchers

The Smiling Farm

— Cows, Conservation, Coffee, and Cigars

In western North Carolina, Dr. Quincy Smiling, owner and operator of The Smiling Farms, strives to responsibly raise beef for the local community. Quincy is a mental health specialist by trade. But he decided to take on a different form of serving between the classroom and office; Quincy took on the challenge of farming. Tucked away in western North Carolina, his small farm with big aspirations works tirelessly to provide the local community and beyond with responsibly raised beef. Fittingly enough, Quincy has described his role as a cattleman and working with cows in a similar fashion as his other profession.

“It’s extremely therapeutic for me to be out here,” said Quincy Smiling.

Outside of the beef operation, Quincy also distributes his own brand of coffee, cigars, and signature spices under the same branding, bridging the culture and flavors of Costa Rica to North Carolina.

About the Farm – Quincy and his family are first generation farmers established in 2021, managing around 30 acres. Their operation includes managing around 30 cows, which are all pasture raised. There are several benefits of pasture raised beef versus a feedlot system. On open pastures, cattle are allowed to roam freely and graze naturally, rather than being restricted to feedlots. This approach not only promotes animal welfare but also ensures that the animals are raised without routine administration of growth hormones or sub-therapeutic antibiotics, which reduces the risk of developing antibiotic resistant bacteria. Additionally, managed grazing methods help foster regenerative ecosystems, improve soil health, and enhance natural vitality.

The farm retains the rights to the calves after weaning. The next step is growing them through the finishing phase for harvest as freezer beef. Freezer beef is a process in which a buyer will purchase a portion of a cow, such as a whole, half, or quarter, directly from a local farmer or rancher to store in a home freezer. It provides a cost-effective, farm-to-table supply of meat customized to the buyer’s preferences.

Conservation Efforts – Responsible farming has always been a concern for Quincy. In 2022 he received a Fund-a-Farmer Grant that year to purchase high tensile wire fencing and T-posts to rotationally graze beef cattle and install piping to supply water to the animals on pasture. He began working with USDA’s Natural Resources Conservation Service (NRCS) that same year, with the intent of taking his conservation efforts to the next level. He wanted to address soil erosion, streambank erosion, and decreased plant productivity. Because Quincy wanted to provide the highest quality of beef, he knew that he had to do something different and improve the environment where the cows eat and drink.

He walked through the Yadkin County field office to get started. He was greeted by Lance Parker, the soil conservationist for the county. The two immediately got to work, identifying what needed to be

addressed and how to do that. The result was a comprehensive grazing management plan. The plan included installing four watering facilities in the form of wells, over four thousand feet of fencing, over 1,000 feet of pipeline, and over 2,000 square feet of protection around the water facilities as part of the Environmental Quality Incentives Program. Quincy was very enthusiastic and ready to get to work.

“By the time we got the contract signed and installed two drinkers, he was already liking what we were doing even without seeing the benefits and return yet,” said Supervisory Soil Conservationist Lance Parker when describing working with Quincy.

What was Accomplished – Since working with Lance and NRCS, Quincy has seen visible progress in his operation both in the pasture and in his bottom line. Because he chose to implement rotational grazing, the pastures have seen a significant reduction in weeds. This is because dividing pastures into smaller paddocks crowds the cattle together. This density creates a “graze it or lose it” mindset, forcing cows to eat weeds they would normally skip. In a large, open pasture, cows only eat their favorite grasses. In a small paddock, they cannot walk away from weeds, so they graze everything down evenly. While cows rest in one paddock, the grazed paddocks recover, allowing desirable grasses to outcompete and smother remaining weed seeds.

The economic benefit to Quincy, aside from healthy animals, is the reduction of the use of pesticides in his pastures. Farmers generally spend between \$20 and \$55 per acre to apply pesticides on pastureland, coupled with the rising cost of fuel. Quincy is now having to spray less, and the pasture’s soil quality and plant production have greatly improved.

“Mother nature kind of dictates everything, but at the end of the day if you do your part, you’ll be in a good situation,” said Quincy while describing the ecological benefits of the conservation practices that have been installed.

An additional concern for the farm was keeping the cattle out of the creek, which had the banks eroded, greatly impacting water quality. A single beef cow can produce roughly 60–75 lbs of manure daily. By excluding the herd from the creek by fencing and installing



watering wells, this stabilized the banks and improved the water quality on the farm and downstream as well.

What's Next – Quincy is currently taking great strides in increasing his conservation efforts, getting into forestry, and expanding his grazing operation. Working together with Lance, invasive and harmful trees and shrubs are being identified and being removed. Aside from the health of the animals that would eat these toxic plants, another benefit is having healthy forests. By

getting rid of the invasive species, native trees and shrubs can thrive. Along with forestry, Quincy is buying more pastureland to increase the amount of production and will implement the proven NRCS conservation practices on the additional pastures.

For 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. For more information, visit nrcs.usda.gov.



Livestock Marketing Association Names Leadership Committees for 2026–2028. Newly appointed committees will guide LMA's policy, advocacy, and industry leadership efforts following record member participation at the association's Annual Convention. The Livestock Marketing Association (LMA) announced the appointment of its leadership committees for the 2026–2028 term during the association's Annual Convention in Deadwood, South Dakota.

The appointments follow what was the largest Annual Convention turnout in LMA history, reflecting members' commitment to working together on behalf of the livestock marketing industry and rural America.

"LMA has never been better positioned for members to get involved and make a difference," said LMA President Joe Goggins. "The record participation at our convention demonstrates the strength of this association and the willingness of our members to come together, share their experiences, and advocate for the future of our industry."

Goggins credited past president Mike Van Maanen for expanding LMA's committee structure, creating additional opportunities

for members to engage in the association's policy, advocacy, and industry leadership efforts.

"Under Mike's leadership, we expanded our committees and opened the door for more members to contribute their expertise and perspectives," Goggins said. "I'm excited about the opportunities ahead with our leadership committees and staff. It will be through their hard work and commitment that we continue building momentum for this association and achieving positive outcomes for our members."

Goggins encouraged committee members to approach their work with purpose, conviction, and a focus on finding solutions that benefit LMA members, livestock producers, and rural communities across the country.

"As a collective group, we must continue promoting and proving the value of the auction method of livestock marketing," he said. "This industry — and our country — depend on competition and true price discovery. Those principles are critical to maintaining a strong, viable livestock marketplace."

The following individuals from North Carolina and South Carolina will serve in committee leadership positions for the next two years:

- Animal Handling and Facility Management Committee
- Dr. Stephen Matthews – WNC Livestock Exchange – Canton, N.C.
- Government and Industry Affairs Committee
- Josh LeMaster – LeMaster Livestock – Gaffney, S.C.

Goggins expressed confidence in the newly appointed committee leaders and members.

"These individuals bring a tremendous amount of experience, perspective, and dedication to the table," he said. "I believe their leadership will help continue guiding our association in the right direction while strengthening the future of the livestock marketing industry."

About the Livestock Marketing Association. LMA, headquartered in Overland Park, Kan., is North America's leading national trade association dedicated to serving its members in the open and competitive auction method of marketing livestock. Founded in 1947, LMA has more than 800 member businesses across the U.S. and Canada and remains invested in both the livestock and livestock marketing industries through member support, education programs, policy representation, and communication efforts.

How to Determine Which Fields to Stockpile

By **SHELBY GRUSS**, *Iowa State University*

Stockpiling is the practice of allowing forage, whether pasture or hay ground, to accumulate growth at the end of the growing season. The goal is to graze after a killing freeze when the forage goes dormant. It is most commonly employed with perennial forage species, which typically require 60–80 days of growth prior to a killing freeze to store enough biomass for winter grazing. One of the central challenges of the system is identifying and setting aside sufficient acres in late summer, acres that would otherwise be grazed, to support winter feed needs. Choosing the right fields is as important as the agronomic management that follows.

Consider your rotation and grazing system – The first question to ask when selecting stockpile fields is — where are you in your rotation? Fields that are scheduled to be grazed in early fall are poor candidates for stockpiling, as they will be entered before adequate growth accumulates. Fields that are coming off a summer rest period or that you can afford to defer from late July or mid-August through the killing freeze are your best options.

Think through how many days you are rotating across your system. If you are running a 30 day rotation and have ten paddocks, you have built-in flexibility; if your rotation is tighter, dedicating fields to stockpile will require intentional planning to avoid overgrazing the remaining paddocks. The goal is to identify fields you can genuinely afford to exclude from the fall rotation without compromising the rest of your herd's forage access.

Assess your total forage inventory – Before committing acres to stockpile, take stock of your overall forage situation. How much hay do you have in storage? What is your crop residue availability? Stockpiling is most valuable as part of a layered winter grazing strategy, not as a standalone solution. Producers who have adequate hay reserves can afford to be more aggressive in setting aside stockpile acres; those who are tight on stored feed may need to balance stockpile goals against current herd needs.

A useful approach is to graze crop residue first after the killing freeze, then move to stockpiled forages, and reserve hay for the periods when the quality and quantity of grazed forage are insufficient. This sequencing maximizes the value of each feed source and extends the grazing season as long as possible. Research supports the economic case for this approach — a 2019 North Carolina study estimated that grazing stockpiled forages saved approximately \$1.28 per cow per day compared to feeding hay. An Iowa study comparing winter grazing strategies found that stockpile and crop residue systems extended grazing days from 57 to 85 days and reduced stored feed use by 1,382 to 2,356 lbs. per cow compared to a dry lot.

Match fields to species — *Not all forages stockpile equally* — Species composition should be considered as an agronomic driver of field selection. While technically any forage can be stockpiled,

forages differ substantially in how well they hold quality through the winter and how productively they grow in fall.

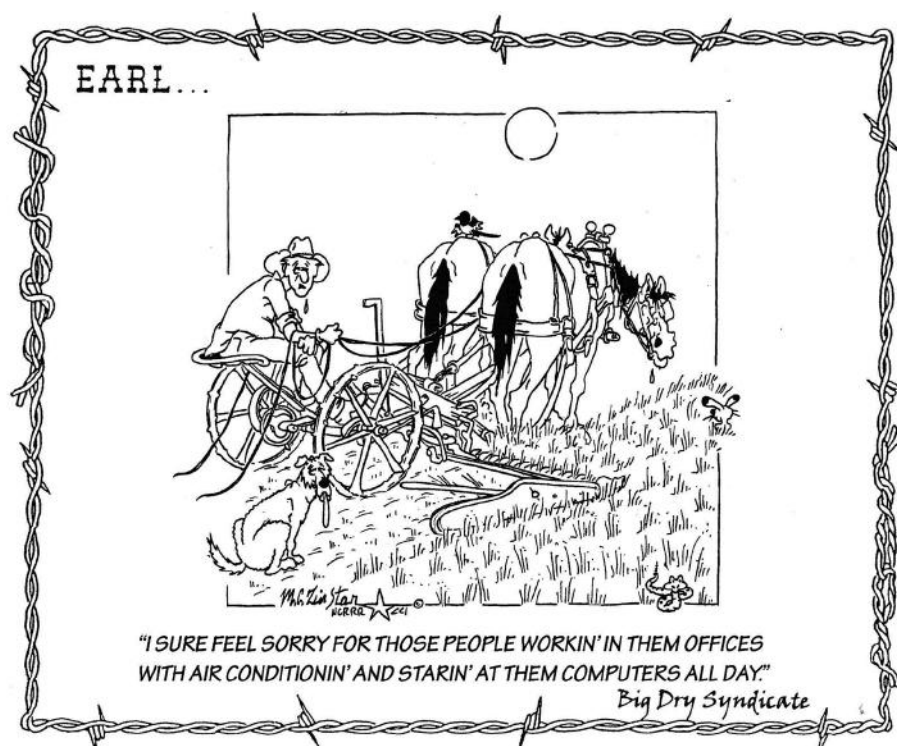
Tall fescue is the top performing species in the Upper Midwest due to its strong late season growth, upright structure, and durability under snow and ice. It maintains quality well, with only minor declines in crude protein and digestibility from fall through early winter, making it ideal for grazing later in the season after other feeds are used. Soft leaf, novel endophyte varieties are recommended to reduce toxicosis risk. Reed canarygrass and orchardgrass are also suitable alternatives, producing comparable biomass when tall fescue is not available, while timothy is less productive and declines in quality more rapidly.

In contrast, smooth brome grass is poorly suited for stockpiling due to limited fall growth and significantly lower yields and should generally remain in fall grazing rotations unless no other options exist, in which case it should be grazed early after a killing frost.

Legumes are not well suited for stockpiling, and fields dominated by legumes should generally not be designated as primary stockpile paddocks. However, a legume content of 30 percent or more in a mixed stand can supply sufficient nitrogen for fall growth, reducing or eliminating the need for supplemental fertilizer, a consideration worth factoring into both field selection and fertility planning.

Evaluate practical field logistics – Beyond agronomy, winter grazing introduces logistical constraints that should factor into field selection.

Water access is non-negotiable. Stockpiled fields must have a reliable water source that remains functional in freezing conditions.



Fields dependent on surface water sources that freeze solid, or that lack tank heaters or frost free hydrants, are poor candidates unless you can address water infrastructure before the season begins.

Fencing is a second consideration. Stockpile grazing typically involves strip grazing with temporary electric fence to limit waste and extend the duration of the feed supply. However, frozen ground can make step-in posts and reel systems difficult to manage. Evaluate whether your targeted fields have a practical fence layout for winter use and whether the topography and access allow you to move the fence efficiently when the ground is frozen or snow covered.

Agronomic management of selected fields – Once fields are selected, timing and fertility are critical. In the Southeast, fields should be mowed and fertilized in late summer — generally late August to mid-September — though the specific window may shift somewhat by region. A nitrogen application of 60–80 lbs. N/acre is standard to promote even, abundant fall growth. As noted above, legume content can reduce or eliminate this nitrogen requirement.

When grazing stockpile in winter, maintain a residual height of at least 4 inches to protect crown and tiller survival through the winter and ensure stand persistence into the following spring.

Stockpiling as part of a broader strategy – It is worth emphasizing that stockpiling works best as one component of a broader winter grazing plan rather than a singular solution. Fall weather creates inherent variability — dry autumns limit fall growth, while wet winters accelerate forage weathering and quality loss. Building redundancy into your system through a combination of crop residue grazing, stockpiled pastures, and stored feed reserves provides the flexibility needed to manage through variable seasons.

The fields you choose to stockpile and the forages growing on them will shape how effective this strategy is for your operation. Matching species to season, aligning field selection with your rotation, and addressing practical access and water needs will position you to get the most out of every acre set aside for winter grazing.

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John Deere Reinforces Commitment to Diagnostic and Repair Tools for Farmers Under Agreement with FTC and States. An agreement recently announced by John Deere, the Federal Trade Commission (FTC), and five states ensures farmers and ranchers will have access to the diagnostic and repair tools that help them and independent service technicians maintain and repair their current and future John Deere equipment.

“This is good news for our customers and for the future of how Deere equipment is supported,” said Denver Caldwell, vice president of aftermarket and customer support. “Producers and equipment operators demand flexible and world class capabilities enabling the maintenance and repair of their machines; we are and will continue to deliver on that expectation.”

This agreement reinforces Deere’s continued innovation toward more flexible repair options, emphasizing increased access and transparency for customers. It formalizes Deere’s ongoing commitment to expanding access to diagnostic and repair tools — helping customers and independent service providers maintain and repair equipment with greater choice and control — while providing the FTC and states with the ability to verify that Deere is meeting this commitment now and into the future.

“We’ve said from the beginning that our focus is on helping customers keep their machines running when and how they need them,” said Caldwell. “This agreement bolsters that commitment, and we’re confident it will make a real difference for the people who depend on our equipment every day. We share the administration’s and the states’ desire to put farmers first while preserving Deere’s ability to support American agricultural productivity, equipment safety, and innovation.”

The agreement brings to a close the matter filed by the FTC and the states in early 2025 and allows the company to move forward with a continued focus on supporting its customers. Recent settlements and related agreements in this space have similarly emphasized increased access and transparency for customers, reinforcing Deere’s continued innovation toward more flexible repair options.

John Deere will continue to invest in tools, technology, and services that give customers more ways to care for their equipment, whether they choose to do the work themselves or through a repair provider they trust. The company remains committed to delivering reliable equipment, strong dealer support, and practical solutions that help customers stay productive in the field.

About John Deere. *It doesn’t matter if you’ve never driven a tractor, mowed a lawn, or operated a dozer. With John Deere’s role in helping produce food, fiber, fuel, and infrastructure, we work for every single person on the planet. It all started nearly 200 years ago with a steel plow. Today, John Deere drives innovation in agriculture, construction, forestry, turf, power systems, and more. For more information on Deere & Company, visit us at www.deere.com.*



JOHN DEERE
NEWS



2027 WNC AgOptions Grant Information Sessions

Since 2004, the WNC AgOptions grant program has supported small farm sustainability in western North Carolina by providing funding to family farms that are growing, diversifying, and increasing efficiencies. Information sessions being held in August and September will provide an introduction to the program and discuss the application in detail. Potential applicants are encouraged to attend any session.

AUGUST 2026

Monday, August 10th 4:00–6:00 p.m. Mountain Horticultural Crops Research & Extension Ctr 455 Research Drive, Mills River	Wednesday, August 12th 6:00–8:00 p.m. Avery Community Center at Heritage Park 661 Vale Rd., Newland
Monday, August 24th 5:30–7:30 p.m. Haywood County Cooperative Extension Center 589 Raccoon Rd., Waynesville	Tuesday, August 25th 6:00–8:00 p.m. Macon County Cooperative Extension Center 193 Thomas Heights Rd., Franklin
Wednesday, August 26th 4:00–6:00 p.m. Konehete Park 699 Connahetta Street, Murphy	Thursday, August 27th 6:00–8:00 p.m. Swain County Cooperative Extension Center 60 Almond School Rd., Bryson City

SEPTEMBER 2026

Tuesday, September 1st 6:00–8:00 p.m. Burke County Agricultural Building 130 Ammons Dr., Morganton	Thursday, September 3rd 6:00–8:00 p.m. Yancey County Senior Center 503 Medical Campus Dr., Burnsville
Wednesday, September 9th 5:30–7:30 p.m. Cleveland County Cooperative Extension Center 130 S. Post Rd., Suite 1, Shelby	Thursday, September 10th 5:30–7:30 p.m. Watauga County Ag Conference Center 252 Poplar Grove Rd., Boone

MORE INFORMATION AT
wncagoptions.org

The CEO's Corner



Dairy Labor Reform Momentum Builds

By GREGG DOUD, *National Milk Producers Federation*

Progress in Washington is often measured in increments, one step at a time. But in the past month, dairy took two steps forward on ag labor — A clarification from the Trump administration regarding H-2A visas as they apply to dairy,

followed by House Agriculture Committee Chairman Glenn “G.T.” Thompson’s introduction of comprehensive agricultural labor reform legislation, the Securing Agriculture’s Workforce Act.

For decades, dairy farmers have operated within a fundamental contradiction: Their labor needs are an everyday-of-the-year constant, yet Congress designed the H-2A visa program for seasonal agriculture. That mismatch has left dairy farmers effectively shut out of the nation’s primary legal agricultural guest worker system.

The recent clarification from the Department of Homeland Security on H-2A eligibility for dairy, supported by USDA and the Department of Labor, attempts to ease that tension. By directing visa petition adjudicators to consider dairy applications on a case-by-case basis and recognizing legitimate seasonal spikes, such as during calving or feed harvest, it attempts to expand the program’s accessibility for dairy operations. It also corrects a longstanding rigidity in how applications were evaluated, in which year round production was often treated as automatic disqualification.

The change’s practical effects are limited by the scope of H-2A itself, for which eligibility still hinges on work being temporary or seasonal. For most dairy farms, where labor demand is continuous and predictable, that requirement continues to pose a significant barrier. While some producers could benefit, the clarification is unlikely to fundamentally reshape dairy’s access to a legal workforce. That said, the announcement was still welcome recognition from this administration of dairy’s labor challenges.

Those challenges underscore why Chairman Thompson’s Securing Agriculture’s Workforce Act is so consequential. The bipartisan bill, unveiled June 30, represents the most meaningful

CEO Corner continued on the next page

Upcoming WNC AgOptions Grant Info Sessions

By BRITTANY WHITMIRE, *N.C. State University*

If your dairy operation is located in western North Carolina, you may want to attend one of several upcoming informational sessions throughout the region to help you understand how to apply for the WNC AgOptions Grant this fall cycle. Eligible counties include the following: Avery, Buncombe, Burke, Caldwell, Clay, Cherokee, Cleveland, Eastern Band of Cherokee Indians, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga and Yancey.

WNC AgOptions 2027 Information Sessions – Funded by the N.C. Tobacco Trust Fund Commission since 2004, WNC AgOptions aims to support small family farm viability by funding farms that are expanding, diversifying, or improving efficiency.

Eligibility – The grant is available to farmers in the 21 western most counties and the Eastern Band of Cherokee Indians. There is no minimum farming time required, but farmers with a few years of production experience and a good understanding of their current and potential markets tend to perform better in the review process.

Other information

- Application period will open August 3. More information at <https://wncagoptions.org/>
- Potential applicants are required to partner with their N.C. Cooperative Extension agents.
- The 2027 grant cycle award amount is \$10,000.

CEO Corner *continued from the previous page*

step in years toward fixing a broken farm workforce system, offering structural and legal reform dairy has long needed.

At its core, the bill would address the structural flaw that has hampered dairy for decades. By redefining “temporary” work based on the duration of an employment contract, allowing contracts of up to 350 days regardless of whether the work itself is year round, it would align federal labor policy with modern agriculture’s operational reality. For dairy, that shift is potentially transformative.

Instead of limiting farms to a seasonal framework, Thompson’s proposal would allow them to access H-2A legally and predictably by structuring employment contracts appropriately. In doing so, it opens the program to operations that have long been excluded, not because they lacked need, but because the law failed to reflect how they operate.

The bill goes further. It seeks to streamline the application process, reduce administrative burdens, and address cost concerns that have deterred employers from using H-2A even when eligible. These aren’t incremental adjustments; they are reforms designed to be inclusive of vital labor needs on the dairy farm.

Perhaps the most important provision of the bill for dairy, beyond providing dairy access to an improved H-2A, is the targeted waiver of the bar of admission on past unlawful presence, providing the current dairy workforce a means to transition to a workable agriculture visa program. While it may face scrutiny from some lawmakers, this provision shows that Chairman Thompson understands what a major workforce disruption would do to the food supply chain as dairy farms transition to H-2A.

Just as important is the legislation’s broader purpose: to modernize a farm labor framework that’s remained largely

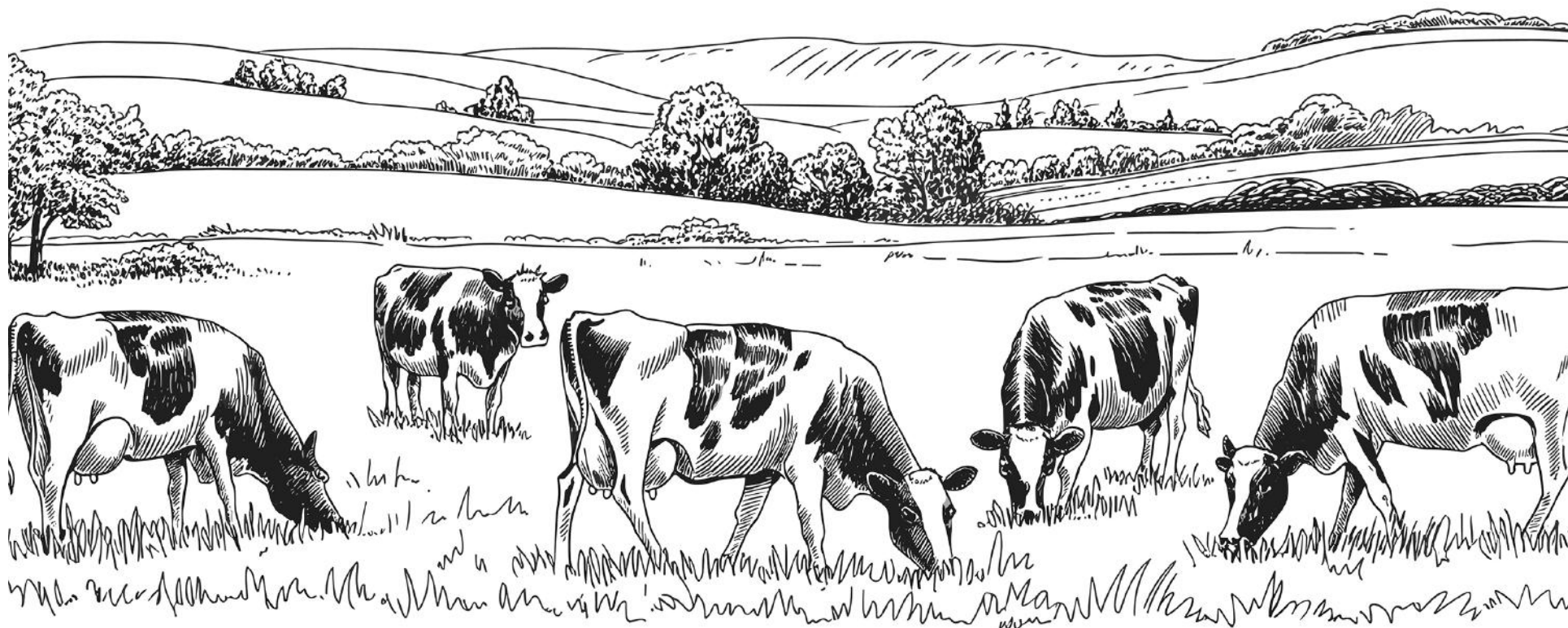
unchanged since 1986. For dairy producers, workforce stability is not optional. It underpins animal care, milk quality, and overall farm viability. By creating a more flexible and reliable visa program, Thompson’s bill moves the industry closer to that stability in a way that we’ve not seen in decades.

The administration’s H-2A clarification demonstrates an appreciation that the current visa program does not work for dairy. Chairman Thompson’s legislation takes it further by fixing the underlying structural problems with H-2A. Ultimately, the path to a secure, stable dairy workforce runs through Congress. Meaningful, lasting change requires rewriting existing law. That is precisely what Chairman Thompson’s proposal aims to do.

For dairy farmers navigating tight margins, rising costs, and global competition, seeing that progress is more than policy — It’s the foundation for dairy’s workforce and economic sustainability in the years ahead.

Now the duty falls to the dairy industry and our friends across the agriculture sector to do all we can to see the Strengthening Agriculture’s Workforce Act through. NMPF has prepared a call to action that allows dairy farmers and their advocates to contact their House member and ask for support. That’s a step you can take toward ag labor reform, building on the two steps taken in Washington in recent weeks.

And there will need to be more. Beyond building strong support from House lawmakers, the Senate will need a companion bill to get legislation to the president’s desk. Many steps lie ahead — but the path is clear. NMPF stands ready to lead the charge, alongside our members and the broader industry, to build the momentum needed for success.



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Horizontal

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W

x

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D

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\$200 - Open Rate

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x
6⅞ D

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NMPF
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NEWS

NMPF Endorses Landmark Securing Agriculture's Workforce Act.

NMPF lauded House Agriculture Committee Chairman G.T. Thompson's new Securing Agriculture's Workforce Act, significant bipartisan agricultural labor reform legislation that includes key structural improvements needed for dairy.

NMPF President & CEO Gregg Doud, Chairman Brian Rexing, and Immigration Task Force Chair Cricket Jacquier joined Thompson, bill cosponsors, and industry allies to announce the bill's introduction at a news conference on June 30.

"The Securing Agriculture's Workforce Act represents the most significant reform to the ag workforce we've seen in decades. It is particularly critical for dairy farmers, who have been effectively shut out of the nation's primary legal agricultural guest worker program," Doud said in remarks at the bill's unveiling.

"NMPF will rally its advocates across dairy and all of agriculture to support this bill, and it stands ready to help build momentum in the House, secure a Senate companion bill, and ultimately get this legislation to the president's desk," he said.

The legislation contains necessary wins for the dairy industry, including finally providing access for dairy farmers to the H-2A ag guestworker program by removing the seasonal requirements that have prevented year round dairy farms from using the program. The bill also reduces program costs, streamlines the H-2A process, and provides a mechanism for current dairy workers to transition to H-2A, critically preventing major workforce disruptions as dairy farmers move toward a stable, legal workforce.

NMPF is working to expand the list of congressional supporters beyond the legislation's initial 49 House cosponsors and is collaborating with congressional leaders and industry allies to secure a Senate companion bill. NMPF also has crafted a call to action on its website to generate greater grassroots support for the legislation.

NMPF Brings Board and YCs to Capitol Hill. NMPF combined its board of directors and Young Cooperators for its fly-in to highlight its June board meeting and YC Policy and Legislative Forum, uniting generations of dairy cooperative leadership to advance issues shaping the industry.

"We will push in every way we can to make things happen," Gregg Doud said.

The board of directors meeting held June 9–10 featured high level engagement from the administration on trade and agricultural policy. USDA Deputy Secretary Stephen Vaden addressed the board on the department's priorities and its engagement with the dairy sector, while USTR Ambassador Julie Callahan provided an update on ongoing trade negotiations and market access efforts critical to

U.S. dairy exports.

Both presentations underscored the importance of maintaining strong federal partnerships as the industry navigates a complex policy environment.

The meeting also marked two notable additions to the NMPF board and membership. Ted Vander Schaaf of Northwest Dairy Association/Darigold was welcomed as a new board member, while Illinois Farm Bureau joined as NMPF's newest associate member.

The YC Policy and Legislative Forum ran in tandem with the board meeting, providing the next generation of cooperative leaders an immersive look at federal dairy policy and a chance to put it into action. More than 80 YCs and board members met with about 100 congressional offices on Capitol Hill to advocate directly for dairy farmer priorities, including agricultural labor reform, the Farm Bill, and New World screwworm.

The joint participation of board members and YCs in the Fly-In reflects NMPF's commitment to building a pipeline of engaged cooperative leaders ready to carry the industry's voice to Washington for years to come.

NMPF Advances Dairy Priorities During USMCA Review.

NMPF and cooperative leadership have been advocating on multiple fronts, including on Capitol Hill, in bilateral negotiations, and through coalition advocacy, to ensure the dairy industry is



positioned for success as the U.S.-Mexico-Canada Agreement (USMCA) accelerates.

NMPF prepared board member Michael Lichte, who serves as Chief Insights and Optimization Officer for Dairy Farmers of America, to testify before the House Committee on Agriculture on the agreement's importance to U.S. dairy and where it is currently falling short.

"The underlying market distortions USMCA sought to discipline continue to affect U.S. manufacturers and global dairy protein markets," Lichte added. "With appropriate enforcement and modernization, USMCA can continue supporting investment, export growth, and economic opportunity for the United States' dairy farmers and processors for generations to come."

Lichte documented Canada's attempts to limit U.S. dairy exports through its dairy tariff rate quota administration. He also highlighted Canada's use of alternative tariff classifications to route surplus dairy proteins into global markets in ways that evade USMCA's export disciplines, a practice confirmed by a May 2026 USITC report to which NMPF contributed evidence and testimony last year.

Lichte also underscored the importance of preserving U.S. exporters' ability to use common cheese names like "feta" in Mexico, where NMPF has long fought back against EU geographical indications overreach.

Later in the month, NMPF executive vice president Shawna Morris provided input to the U.S. government in her capacity as a cleared confidential advisor during the June 15-17 negotiating round between the United States and Mexico.

Gregg Doud joined a recent panel organized by the Center for Strategic and International Studies with Mexico's lead USMCA agricultural trade negotiator Dr. Julio Berdegué and Tom Rosser, assistant deputy minister for Agriculture and Agri-Food Canada, to highlight the importance of targeted adjustments to strengthen and renew the trade deal.

NMPF and the U.S. Dairy Export Council also joined more than 150 North American agricultural organizations in a June 1 letter to USTR Ambassador Jamieson Greer and his Canadian and Mexican counterparts that highlighted the need for USMCA to be strengthened and renewed during the review process.

"All three nations share the responsibility of protecting and strengthening this competitive advantage, which is essential not only to economic prosperity but also to national security and regional stability," the letter said.

NMPF, FARM Develop Screwworm Resources as Cases Climb.

As New World screwworm cases have multiplied in the U.S., NMPF and the National Dairy FARM Program have kept members up-to-date on quickly changing developments. With screwworm expected to maintain a U.S. presence for potentially years, FARM and NMPF are offering resources to help farmers adjust to the new reality, while NMPF has led advocacy efforts to support outbreak response.

NMPF and FARM's dedicated resource webpage to help producers stay informed. The page outlines what to watch for, state directives on movement controls, and guidelines on prevention and treatment.

Resources available include a link to the Approved Animal Drugs & Pesticides fact sheet, which contains information on conditional approval or emergency use FDA authorized drugs for dairy cattle, and FARM Biosecurity Program guidance on the Premises ID process, recommended for producers who may be subject to screwworm related travel restrictions.

NMPF News continued on the next page



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NMPF News continued from the previous page

Senate Farm Bill Proposal Advances Key NMPF Priorities. The Senate Agriculture Committee's recent release of its farm bill proposal marks another important step toward securing a comprehensive five year law this year that delivers needed certainty for dairy farmers and their cooperatives.

The proposal includes several key dairy priorities strongly supported by NMPF, building on the strong foundation established by House passage of its farm bill earlier this year. The proposal:

- Authorizes mandatory cost and yield surveys to better inform future Federal Milk Marketing Order updates
- Extends the Dairy Indemnity Program and Dairy Promotion and Research Program
- Makes permanent the Dairy Forward Pricing Program
- Supports voluntary, producer led conservation programs
- Protects common cheese names in international markets
- Strengthens dairy export promotion
- Expands nutrition opportunities for dairy products
- Clarifies that whole milk may be served in the school breakfast program
- Increases support for dairy innovation, animal health, and farm

stress assistance.

The Boozman plan "will bring greater certainty to producers," Gregg Doud said in a statement. "Dairy farmers look forward to working with senators to get this legislation passed and into conference with the already passed House bill, where lawmakers can craft the best legislation possible."

These provisions reflect NMPF's sustained advocacy with lawmakers in both chambers and both parties to ensure dairy's needs are addressed throughout the farm bill process.

State Dairy Policy Leaders Push for Ag Labor Reform on Capitol Hill. Dairy advocates from across the country urged lawmakers to support agricultural labor reform on Capitol Hill recently, concluding a National Milk Producers Federation summit for state dairy associations.

The two day meeting brought more than three dozen advocates to Washington, with farmers and industry leaders sharing priorities and strategies on dairy issues ranging from truck weights and investment tax credits to agricultural labor reform legislation introduced by Agriculture Committee Chairman G.T. Thompson, last month that would create a workable labor system for dairy farmers.

"Ag labor is one of the most important issues of any in agriculture right now," said Doug Holland, a dairy farmer near Olin, N.C., and the president of the N.C. Dairy Producers Association, who spent Wednesday meeting with lawmakers. Holland listed passing a farm bill and keeping all varieties of milk in school meals as other top priorities.

Dairy farmers and advocates participated in about 50 meetings with Hill staff and lawmakers today.

Thompson's legislation, the Securing Agriculture's Workforce Act represents the most significant reform to the ag workforce seen in decades. For dairy farmers, the bill grants meaningful access to the H-2A program, the main agricultural labor visa, by removing the seasonal requirements of the program and allowing contracts up to 350 days of the year. The bill also streamlines the application process, addresses cost concerns, and provides a targeted mechanism to help the current dairy workforce transition to a workable visa program, ensuring a smoother transition to H-2A.

The State Dairy Association Summit, part of NMPF's expanded member service on state level policy, began with discussions of state level legislative and regulatory issues as well as updates on NMPF's federal policy activities, featuring subject matter experts and industry leaders.

U.S. Dairy Industry Supports Administration's Dedication to Defending U.S. Dairy Market Access into Canada. The White House recently announced that it is taking action to impose 50 percent tariffs on dairy imports from Canada to defend the rights of U.S. dairy exporters. The administration indicated it is invoking Section 338 of the Tariff Act of 1930 to "...hold Canada accountable for its retaliation and discrimination..." NMPF and USDEC support the administration's efforts to identify all possible avenues to drive



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Canada to make the necessary changes to its protectionist dairy trade practices.

“We appreciate the administration’s commitment to standing up for dairy farmers and manufacturers eager to make full use of the market access commitments Canada made under the U.S.-Mexico-Canada Agreement [USMCA],” Krysta Harden, president and CEO of USDEC, said. “For far too long, Canada has intentionally misused its tariff rate quota system to impede the full use of USMCA dairy quotas. It’s time for Canada to come to the table and resolve this and other USMCA dairy issues. We look forward to working with the administration to ensure that all the intended dairy benefits of USMCA are fully realized.”

“Today’s assertive action by the administration makes clear to Canada that their dairy trade practices will no longer be tolerated,” Gregg Doud. “Canada simply cannot continue to discriminate against U.S. dairy farmers by effectively blocking negotiated access to its market. It is well past time for Canada to negotiate in good faith and tackle the outstanding USMCA dairy implementation issues to help drive a successful conclusion of the USMCA review.”

Under USMCA, Canada committed to providing important additional quantities of duty free access for U.S. dairy product exports to its market through the creation of several tariff rate quotas (TRQs). Regrettably, Canada’s decisions on how to administer those TRQs have resulted in persistent underfill, denying the U.S. dairy industry the intended market access opportunities. Additionally, Canada has used loopholes to evade USMCA disciplines on dairy protein exports. Both topics are priorities NMPF and USDEC have urged the administration to resolve during the ongoing USMCA Review.

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.

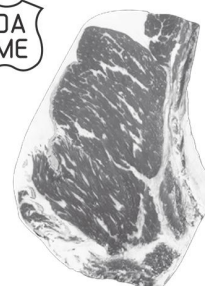
NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation, environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

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.

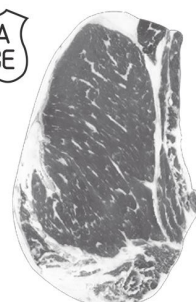
This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit www.nmpf.org.



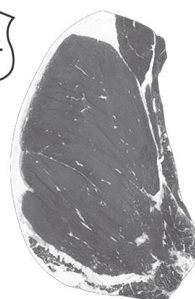
UNDERSTANDING BEEF QUALITY GRADES



Prime beef is produced from young, well-fed cattle. It has the most marbling, is produced in smaller quantities than other grades, and is often sold in hotels and restaurants. Prime roasts and steaks are excellent for roasting, grilling or broiling.



Choice beef is high quality and produced in highest quantity, but has less marbling than Prime. Choice roast and steaks, especially from the rib and loin, will be very tender, juicy and flavorful. They are suited for roasting, grilling or broiling. Less tender cuts are perfect for slow-cooking.



Select beef is slightly leaner than Prime and Choice because it has less marbling. It can lack some tenderness, flavor and juiciness as compared to the higher grades. Select grade beef often benefits from slow-cooking or from marination prior to grilling or broiling.

NO ROLL

Standard and Commercial grades of beef are frequently sold as ungraded “No Roll” beef. Because No Roll does not carry a grade designation, there is a risk it will not be as tender, flavorful and juicy as products graded Prime, Choice or Select.

FACTORS IN DETERMINING A QUALITY GRADE:

Distribution of Marbling within Lean Muscle at 12th/13th Rib

Age/Maturity of Carcass

Color, Texture & Firmness of Lean Muscle

WHAT IS MARBLING?

Marbling, also known as intramuscular fat, is the fat intermingled with the beef muscle. Marbling is the primary factor in determining the quality grade of a beef carcass. When determining the amount of marbling, a grader will look at the ribeye where the carcass is cut at the 12th & 13th rib juncture. Marbling helps ensure and is a strong visual predictor of beef tenderness, flavor and juiciness and improves the overall palatability of beef.



Funded by Beef Farmers and Ranchers

The Dairy Alliance Brings the Dairy Does More Campaign to Life at Hustle on the Hill. Attendees experienced daily demands of dairy farming through hands-on challenges at Hickory Hill Milk during National Dairy Month. The Dairy Alliance recently hosted Hustle on the Hill, an immersive dairy farm experience designed to connect content creators and the local community with the people, practices, and hard work behind real dairy production.

Held at Hickory Hill Milk in Edgefield, S.C., the event brought together content creators from across the Southeast along with fitness enthusiasts from the local community and the surrounding area for a hands-on look at life on a working dairy farm.

Participants traded their content studios for open fields as they took part in a farm inspired obstacle course featuring challenges modeled after the daily physical demands of agricultural labor. Activities included milk crate carries, calf handling, cow feeding, shoveling sand, and other tasks that offered a firsthand perspective on the dedication required to produce real dairy products.

“Behind every glass of milk is a story of dedication, care, and hard work,” said Farrah Newberry, Chief Executive Officer for The Dairy Alliance. “Hustle on the Hill gave creators and the local community the chance to step into the daily rhythm of dairy farming, helping them better understand the commitment dairy farm families make every day to produce nutritious dairy products.”

The event took place at Hickory Hill Milk, where the Dorn family has spent generations caring for their cows, land, and community. Following the obstacle course, participants gathered for a dairy social featuring local pizza, Hickory Hill chocolate milk, and freshly made ice cream, creating opportunities for conversation and connection with local dairy farmers.

“The Hustle on the Hill event was truly an experience. From the moment the course started, I knew it was going to be fun but challenging,” shared Alabama based content creator Madison Freeman. “The amount of work that we put in for a few hours gave me a little taste of what farmers do daily for each of us. So much work and dedication go into feeding America. I’m so honored to have gotten to work with the Dairy Alliance and see firsthand a portion of the work that is done. The event changed my whole perspective about how our food gets to us.”




THE DAIRY ALLIANCE

NEWS

As part of National Dairy Month, Hustle on the Hill supported the Dairy Does More campaign in partnership with Dairy Management Inc. (DMI), highlighting the commitment, stewardship, and around-the-clock care that dairy farm families invest in producing nutritious dairy products while supporting their local communities.

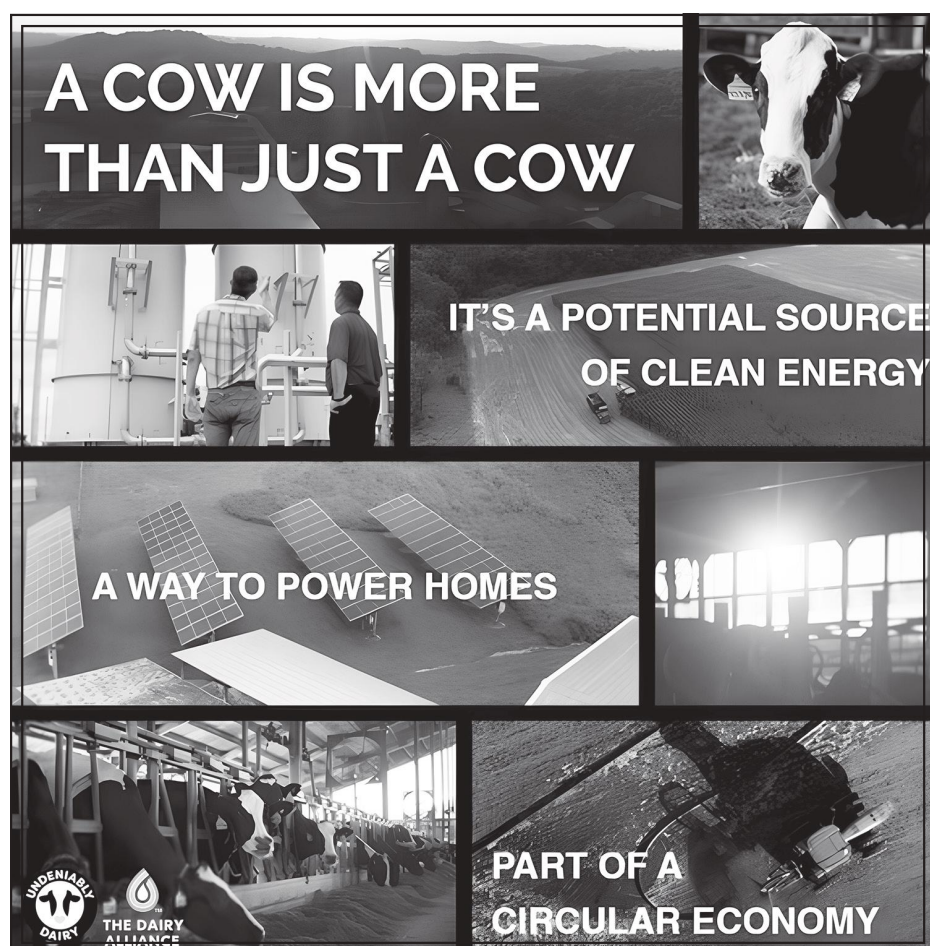
The event was one of several National Dairy Month activations hosted by The Dairy Alliance across the Southeast, celebrating the region’s dairy industry and the more than 1,010 dairy farms and 252,000 dairy cows that help provide fresh, wholesome dairy products to consumers every day.

“When The Dairy Alliance reached out to us about hosting a Tough Mudder type event, it was a no-brainer for us to say ‘yes,’” shared Watson Dorn, owner of Hickory Hill Milk. “Most people are generations removed from any type of farming, so being part of an event that brings in the community to allow individuals and families to experience the labor involved on a working dairy farm sounded like a great idea and a lot of fun,” he added. “Collaborating with The Dairy Alliance for Hustle on the Hill allowed us a creative way to promote our farm and our milk while educating about dairy farming in general. A specialty event such as this really puts us in the public eye. I just hope the 2.3 mile course, mixed with the chore obstacles, challenged the participants enough both physically and mentally, giving them a new perspective on what goes into dairy farming and connecting them to their food.”

The Dairy Alliance Encourages Consumers to “See Dairy Differently.” Series challenges outdated perceptions and highlights the people, innovation, and care behind modern dairy farming. The Dairy Alliance is inviting consumers to take a fresh look at dairy through its “See Dairy Differently” campaign, a digital storytelling series designed to challenge outdated perceptions and highlight the people, innovation, and care behind modern dairy farming.

Brought to life across social and digital platforms, the series features real dairy farmers from across the Southeast, including Tennessee dairy farmers Brian and Morgan Flowers, and offers an inside look at how dairy farming operates today. Through short form videos and farmer led storytelling, the campaign explores the many layers of dairy production, from animal care and land stewardship to advancements in technology and efficiency gains.

Each piece in the series centers around a simple idea — dairy is more



than it seems. From illustrating how farms operate as complex, circular ecosystems to highlighting the expertise required to care for herds and produce high quality milk, the campaign aims to give consumers a more complete and transparent view of modern dairy farming.

"Today's dairy farms are constantly evolving, using innovative practices to care for their animals and the environment while producing nutritious foods families rely on," said Farrah Newberry. "Through 'See Dairy Differently,' we're proud to share the real stories of the farmers behind dairy and help people better understand everything that goes into every glass of milk."

The campaign also reinforces The Dairy Alliance's ongoing mission to connect consumers with the source of their food while promoting the nutritional benefits of real dairy and supporting the farm families who produce it.

The Dairy Alliance's 'Dairy Does More' Initiative Delivers Relief to Hurricane Helene Survivors. "Dairy Does More" highlights the meaningful ways dairy supports communities beyond the table, especially in times of need. The Dairy Alliance recently hosted its "Dairy Does More" initiative, a community effort in partnership with Ingles Markets and regional dairy processor Milkco to support families recovering from Hurricane Helene across North Carolina.

While dairy is a staple in everyday life, "Dairy Does More" highlights the meaningful ways dairy supports communities beyond the table, especially in times of need. The initiative launched in June and centered around a milk drive hosted at Ingles Markets locations in partnership with MANNA FoodBank, encouraging customers to purchase and donate milk to support families across the region. The drive collected more than 2,500 gallons of milk, and Ingles Markets donated an additional 1,500 gallons, bringing the total to 4,000 gallons distributed to food pantries across the mountains, from Cherokee to Avery County. The Dairy Alliance also presented a \$5,000

check to MANNA FoodBank to further support recovery efforts.

The milk drive came to life through community events designed to support recovery efforts while bringing communities together. One featured moment included a milk drive and community event held alongside the grand reopening of an Ingles Markets location that was previously demolished during Hurricane Helene. The reopening marked an important milestone for the community and served as a symbol of resilience and rebuilding.

Community leaders emphasized the importance of fresh dairy for food banks, which often have limited access to nutritious refrigerated staples. Milk provides essential nutrients that support strong bones, learning, and physical development, making it a uniquely valuable donation for families stretching their budgets amid ongoing inflation and long term storm recovery.

"Dairy farmers are deeply rooted in the communities they serve, and 'Dairy Does More' reflects that commitment," said Farrah Newberry. "Through this initiative, we're proud to work alongside our partners to provide nourishing dairy foods and support families as they continue to rebuild."

From everyday nutrition to meaningful community support, "Dairy Does More" showcases the many ways dairy continues to make a difference.

To learn more about The Dairy Alliance and its community initiatives, visit <https://thedairyalliance.com>.

About The Dairy Alliance. The Dairy Alliance is a non-profit organization funded by dairy farm families in the Southeast. The organization works to raise awareness about the nutritional benefits of real dairy milk and dairy foods while supporting local farmers and promoting sustainable dairy practices.

West End Precast

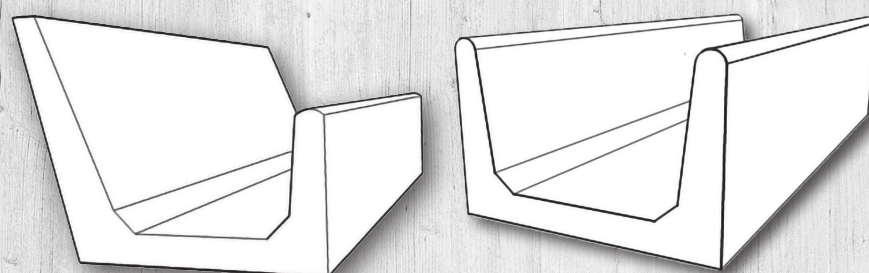
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8 ft Concrete Feed Bunks

U Bunks - \$225 • J Bunks - \$275

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Water Troughs • Waterer Pads

New World Screwworm on-farm preparedness

New World Screwworm (NWS) is a devastating pest that can affect livestock, pets, wildlife, occasionally birds, and in rare cases, people. Adult screwworm flies are about the size of a common housefly (or slightly larger).¹

Defend your farm or ranch against NWS using proper safety and cleanliness practices.



Prevention of wounds and NWS myiasis

- Measures should be implemented to prevent animal wounds and avoid NWS myiasis.²
 - To the extent possible, eliminate or delay performing wounding procedures such as dehorning, branding, shearing, ear notching, tail docking and castration.²
 - Livestock should be handled with care, and pens should be inspected for sharp objects.²
 - Measures should be taken to protect livestock from other wound-causing parasites, such as ticks.²
 - Untreated umbilical cords of newborn animals and foot lesions are commonly infested sites.²
- Immediately treat all wounds with approved insecticides (see below); it may also be prudent to follow up with precautionary spraying of animals with insecticide before transport.²

Health/Safety/PPE of first responders or farmers & ranchers

- If responders have open wounds, those injuries should be thoroughly cleansed and covered.²
- For most responders, the appropriate level of personal protective equipment (PPE) during screwworm response efforts will be level D.²
 - Level D is the lowest level of protection, and requires only a basic work uniform to protect the body against contamination and no respiratory protection.²
 - Disposable gloves, and possibly cut-resistant gloves (if warranted by specific activities), are needed for hand protection. Some response activities may require the use of protection higher than level D.²

Cleaning & disinfection

- Because NWS larvae are obligate parasites, requiring living flesh to remain viable, it is extremely unlikely that larvae would be transported on animal products or byproducts.²
 - There is a small risk that carcasses of very recently deceased animals might still be infested, and they should be thoroughly checked before leaving the control area.²
 - Be aware that larvae typically and rapidly vacate a wound and pupate when the host animal dies.²
- NWS larvae normally pupate in about 1 inch of soil, but pupation can occur anywhere there is a slight buildup of organic material, such as in feces. Maggots can also pupate in other protected sites, like cracks and crevices, or below bedding materials.²
 - Areas where infested or susceptible animals have been held, including vehicles, must be immediately and thoroughly cleaned and treated with insecticide.²
 - Animal material that may contain viable pupae, such as manure, should be disposed of in a manner that will conclusively kill that stage; incineration is preferred.²
 - To avoid these situations, inspections and cleanings of transport vehicles should be conducted in areas with concrete or otherwise hard and sealed floors. Trucks, trailers or other conveyances used to transport infested animals should also be treated with insecticide before further use.²



*New World
Screwworm
larvae*



SCAN QR FOR AN APPROVED LIST OF TREATMENTS FOR NWS, REFER TO THE FDA GUIDANCE FOR VETERINARIANS



SCAN QR FOR MORE INFORMATION REGARDING INSECTICIDE USE FOR NWS

References:

1. <https://www.aphis.usda.gov/sites/default/files/nws-pest-card.pdf>
 2. https://www.aphis.usda.gov/sites/default/files/nws_myiasis_disease_strategy.pdf
- Images: <https://www.aphis.usda.gov/sites/default/files/bro-new-world-screwworm.pdf>

The

MVP

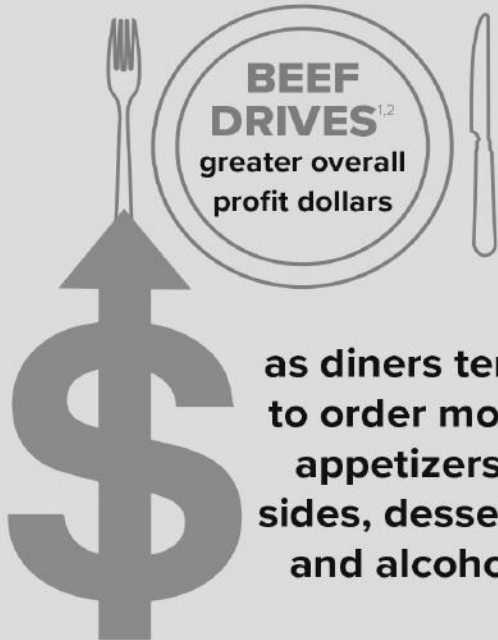
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70%

of operators say steak on the menu increases traffic²



39%

of operators say increased demand for the product is why they've increased ground beef volume²



	Calories (kcal)	Total Fat (g)	Saturated Fat (g)	Cholesterol (mg)	Sodium (mg)	Total Carb (g)	Protein (g)
Ground Beef 80% Lean, 4 oz, raw ⁵	290	23	9	80	75	0	19
Ground Beef 93% Lean, 4 oz, raw ⁶	170	8	3.5	70	75	0	24
Ground Beef 96% Lean, 4 oz, raw ⁷	150	4.5	2	70	75	0	25
Soy-Based Burger, 4 oz, raw ⁸	240	14	8	0	370	9	19
Pea-Based Burger, 4 oz, raw ⁹	250	18	6	0	390	3	20

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1. 2016 Chef and Beef Value Study (Datassential)

2. 2019 Technomic Volumetric Study

3. Climate Watch Data, Agriculture. Found on <https://www.climatewatchdata.org/sectors/agriculture?emissionType=136&emissionsCountry=EUU&filter=#drivers-of-emissions>; FAO-STAT. Emissions intensities. Found on <http://www.fao.org/faostat/en/#data/EI>

4. U.N. Food and Agriculture Organization. FAOSTAT Database – Food and agricultural data. Available at: <http://www.fao.org/faostat/en/#home> accessed December 6, 2019

5. USDA National Nutrient Database for Standard Reference for beef. NDB# 23572 <https://ndb.nal.usda.gov/ndb/search/list>

6. USDA National Nutrient Database for Standard Reference for beef. NDB# 23472 <https://ndb.nal.usda.gov/ndb/search/list>

7. USDA Ground Beef Calculator: <https://ndb.nal.usda.gov/ndb/beef/show>

8. www.impossiblefoods.com/burger/

9. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/79799/nutrients>

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Upcoming Events

ANGUS

- Aug 1 — Edisto Pines 11th Annual Female Production Sale, Leesville, S.C.
- Aug. 29 — N.C. Angus Association Field Day, Raleigh, N.C.
- Sep. 26 — Biltmore Fall Production Sale, Asheville, N.C.
- Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Oct. 17 — Whitestone Farm Brand of Quality Angus Female Sale, Aldie, Va.
- Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.
- Oct. 30 — Yon Family Farms Maternal Roots Fall Female Sale, Ridge Spring, S.C.
- Oct. 31 — Yon Family Farms Maternal Roots Fall Bull Sale, Ridge Spring, S.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.

BRANGUS

- Oct. 30 — Yon Family Farms Maternal Roots Fall Female Sale, Ridge Spring, S.C.
- Oct. 31 — Yon Family Farms Maternal Roots Fall Bull Sale, Ridge Spring, S.C.

CHAROLAIS

- Oct. 3 — Appalachian Classic Sale, Knoxville, Tenn.
- Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.

GELBVIEWH

- 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

- Sep. 12 — N.C. Hereford Association Field Day, Shelby, N.C.
- Nov. 28 — Southern Partners in Performance Sale, Union Grove, N.C.
- Dec. 4 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

RED ANGUS

- Sep. 12 — Langdon Farms Red Angus & Simmental Private Treaty Open House & Kick-Off Day, Benson, N.C.

SIMMENTAL

- Sep. 4 — N.C. Simmental Association Annual Meeting, Union Grove, N.C.
- Sep. 5 — 52nd Annual N.C. Fall Harvest Sale, Union Grove, N.C.
- Sep. 12 — Langdon Farms Red Angus & Simmental Private Treaty Open House & Kick-Off Day, Benson, N.C.
- Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Oct. 30 — Hokie Harvest Sale, Blacksburg, Va.
- Oct. 30 — Yon Family Farms Maternal Roots Fall Female Sale, Ridge Spring, S.C.
- Oct. 31 — Yon Family Farms Maternal Roots Fall Bull Sale, Ridge Spring, S.C.
- Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

WAGYU

- Nov. 7 — Wilders Wagyu StayWILD ‘26 Production Sale, Turkey, N.C.

OTHER EVENTS

- Aug. 7-9 — 2026 N.C. Junior Beef Round-Up, Fletcher, N.C.
- Aug. 13 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.
- Aug. 19 — Forage & Livestock Annual Webinar Series - Session 2
- Aug. 20 — Cattle Reproductive Management & Tools, Pittsboro, N.C.
- Sep. 10 — S.C. Forage and Grazing Lands Coalition Annual Meeting, West Columbia, S.C.
- Sep. 17 — Forage & Livestock Annual Webinar Series - Session 3
- Sep. 24 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.
- Oct. 1 — Forage & Livestock Annual Webinar Series - Session 4
- 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.

LIVESTOCK MARKET SALES

- Aug. 3 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Aug. 3 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Aug. 4 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com
- Aug. 5 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negallivestock.com
- Aug. 5 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Aug. 10 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Aug. 10 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Aug. 12 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negallivestock.com
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- Aug. 17 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
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- Aug. 19 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negallivestock.com
- Aug. 19 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Aug. 24 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Aug. 24 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Aug. 26 — Northeast Georgia Livestock/Saluda Livestock Exchange/ Turner County Stockyard Video Auction, via negallivestock.com
- Aug. 26 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Aug. 31 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
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