



National Cattlemen's Beef Association

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Beltway Beef is a weekly report from Washington, D.C., giving an up-to-date summary of top policy initiatives concerning the cattle industry; direct from the National Cattlemen's Beef Association (NCBA). Please feel free to reprint in full or in part. If you would like to include NCBA's logo, contact us at 303-694-0305.



VOLUME 2, ISSUE 40

NOVEMBER 8, 2012

Beltway Beef

Cattlemen's Capitol Concerns

NCBA Talks Priorities, Election Results During NAFB 'Trade Talk'

The [National Cattlemen's Beef Association](#) (NCBA) today gave farm broadcasters across the country an all-access pass on important issues the cattle industry is facing by participating in the [National Association of Farm Broadcasting's](#) (NAFB) Trade Talk event held in Kansas City, Mo.

Trade Talk, the centerpiece event of the NAFB's 69th Annual Convention, affords around 90 company and organization participants access to member broadcasters to discuss the issues and topics that are important to their organizations, associations and companies. Participants occupy booth spaces represented by spokespersons trained and comfortable doing radio

and broadcast interviews. Today, more than 100 broadcasters circulated among participants during all or parts of the six hours that Trade Talk was open. NCBA President-Elect Scott George, Policy Division Chair Don Pemberton, Federation Division Chair Craig Uden and Vice President of Government Affairs Colin Woodall were all on hand during Trade Talk to answer questions concerning the 2012 election results, the farm bill, death tax, trade, environmental issues and the upcoming 2013 Cattle Industry Convention.

"The Trade Talk event gives NCBA the opportunity to speak directly with the farm broadcasting community about

our top priorities," said Woodall. "Many people in farm and ranching communities across the country rely on farm broadcasting for the latest information about what could affect their operations."

Woodall said during interviews today that there are many issues in Washington, D.C., to be discussed during the lame duck Congressional session, which begins next week, including the debate on the passage of a 2012 Farm Bill.

"NCBA will continue to engage on behalf of our membership and the priorities we've been working on for the past two years," said Woodall.

Cattlemen Still Search for Regulatory Certainty from EPA

With President Obama securing a second term in the White House, it is unknown whether there will be changes in his administration. One potential change is the top position within the Environmental Protection Agency (EPA), with talk that current EPA Administrator Lisa Jackson may not stay with the agency. However, Jackson may face pressure to stay in the position to avoid a tough confirmation battle in the Senate.

According to *Inside EPA*, if Jackson leaves the top candidates to replace her include EPA Deputy Administrator Bob Perciasepe, air chief Gina McCarthy, California Air Resources Board Chairwoman Mary Nichols and former Pennsylvania environment secretary Kathleen McGinty.

[National Cattlemen's Beef Association](#) Deputy Environmental Counsel Ashley McDonald said that should Jackson leave, the person who replaces her is important to cattle producers across the country.

"Livestock producers continue to battle with burdensome, overreaching regulations," McDonald said. "We hope that a new EPA administrator shows a willingness to work with the cattle community by recognizing our members are the foremost stewards of the land. Farmers and ranchers employ many conservation practices on their operations, and to keep that land in production agriculture we need common sense regulations."

McDonald said the most important environmental regulatory issues facing

the cattle industry include the dust standard, which EPA has currently proposed to retain, though the end result may be different than the proposed standard, the draft Clean Water Act (CWA) guidance, which would potentially require farms and ranchers to obtain permits for common, everyday activities occurring near surface waters and future greenhouse gas regulations.

"Cattlemen are in search of certainty when it comes to rules and regulations," McDonald said. "NCBA continues to support legislation in Congress that would provide regulatory certainty for our members, such as the Farm Dust Regulation Prevention Act and the Preserving Rural Resources Act of 2012."

Election Results Have Minor Impact on House and Senate Agriculture Committees

With votes cast and ballots counted, the 2012 election is over. Though the majority of the focus during the 2012 election season focused on the presidential race, the results of key congressional races in Tuesday's election will have a small effect on the House and Senate Agriculture Committees. Colin Woodall, vice president of government affairs for the [National Cattlemen's Beef Association](#) (NCBA), said now that the results are in, both committees can focus on issues important to rural America.

"The election season is over, and now it's time for Congress to begin working on the real issues affecting farmers and ranchers nationwide, such as passing a full farm bill and addressing permanent relief from the death tax," said Woodall. "We look forward to working with both the House and Senate Agriculture Committees so that NCBA continues to provide a voice for cattlemen and women that is heard loud and clear in Washington."

Two of the House committee's most senior members will not be returning. Tim Holden (D-Pa.) was defeated in a primary and Timothy Johnson (R-Ill.) is retiring. Leonard Boswell of Iowa, the fourth-ranking Democrat on the House Agriculture Committee, lost his seat to Republican Tom Latham. Bobby Schilling (R-Ill.) was defeated Tuesday night by opponent Cheri Bustos. The committee's No. 4 Republican, Steve King of Iowa, won in a tight race against

Christie Vilsack, wife of the Agriculture secretary and former Iowa governor Tom Vilsack. Other Republican members who kept their seats are Chris Gibson of New York and Scott Tipton of Colorado. The House's leading advocate for restricting the agricultural use of antibiotics, Louise Slaughter (D-N.Y.), faced a tough GOP challenge this year but kept her seat.

On the Senate side, three members of the Agriculture Committee are departing. Democrats Kent Conrad of North Dakota and Ben Nelson of Nebraska are retiring, while Republican Richard Lugar of Indiana was defeated in his primary. Two other Democrats on the panel — Sherrod Brown in Ohio and Bob Casey in Pennsylvania — faced relatively tight re-election races, with both senators keeping their seats. Republican candidate Deb Fischer, a rancher and strong supporter of the cattle industry, won in Nebraska with overwhelming support.

"The most important action that farmers and ranchers can take in an election year is vote, and our members came out to the polls in record numbers," said Woodall. "Our members realize that their vote on Tuesday doesn't affect just the next two or four years; it has an impact that will last a long time."

Legislative Watch

H.R. 1259 / S. 2242 – Death Tax Repeal Permanency Act

To fully and permanently repeal the estate tax. NCBA urges a **YES** vote on the Death Tax Repeal Permanency Act. Key Sponsors: Rep. Kevin Brady (R-Texas), Sen. John Thune (R-S.D.)

S. 1129 – Grazing Improvement Act

To make improvements to the efficiency and stability of the federal lands grazing permit process. NCBA urges a **YES** vote on S. 1129. Key Sponsor: Sen. John Barrasso (R-Wyo.)

H.R. 6083 – Federal Agriculture Reform and Risk Management Act

The House version of the 2012 Farm Bill. NCBA urges a **YES** vote on H.R. 6083. Key Sponsor: Frank Lucas (R-Okla.)

For a full list of legislation NCBA is monitoring [click here](#).

New on the Web

Check out the [Beltway Beef blog](#) for inside perspectives on issues affecting U.S. cattlemen and women. You will find updates on border security and a comprehensive rule for BSE. You can sign up on the blog to receive an email when new information is posted. You can also follow us on [Twitter](#), be a fan of us on [Facebook](#), check out our

latest photos on [Flickr](#) or watch video updates on our [YouTube](#) page. For audio, visit and subscribe to the Beltway Beef [Podcast](#). You can also subscribe to our [podcast](#) on iTunes.

Farm Radio's Rich Heritage



*By Chase Adams, NCBA
Director of Communications*

I traveled to Kansas City, Mo, this week to attend the 69th Annual National Association of Farm Broadcasting (NAFB) Convention. The theme for this year's convention is "Our Rich Heritage: A Bridge to the Future." For over 80 years, farm broadcasting has been an important part of rural America, providing an efficient means to connect farmers and ranchers with the news, markets and commentary that are so important to our daily routine.

Broadcasting information to farmers started just after the invention of AM radio. The first broadcasts began in 1921, when WHA in Madison, Wis., began broadcasting weather reports. Two months later, James A. Bush, a Tuscola, Ill., grain dealer, put WDZ on the air to bring grain market reports to his grain dealers and farmers. A few months later, KDKA in Pittsburgh put Nelson Gilpin, assistant editor of the National Stockman and Farmer, on the air to report markets. The farm broadcasting business boom had begun, and by 1922, 35 of the 36 radio stations licensed by the Commerce Department were approved to broadcast U.S. Department of Agriculture (USDA) markets. KFEQ, which was first licensed in 1923 to broadcast from Oak, Neb., and later relocated to St. Joseph, Mo., was one of the first stations to initiate live remote broadcasts three times daily directly from the St. Joseph Stockyards, and four times daily from the St. Joseph Grain Exchange. It was then that farmers realized they could receive frequent updates while continuing their daily work on their operations.

Despite frequent warnings that the media would not survive the advent of the internet or satellite or the next technology, the relationship of the farm broadcaster to their audience has remained strong. Even today, with media outlets allowing people to receive information 24/7/365, farm broadcasting remains a credible and respectable source of information for farmers and ranchers. Farmers and ranchers are heavy consumers of information from many sources. They not only rely on their own experience, but also seek input from others in agriculture. Farm broadcasters are established communicators in and for the agricultural community. They often serve a dual role in communicating not only to farmers, but also relating the

agricultural perspectives on food and environmental issues to consumers. They communicate the news of agricultural science, technology, food safety and environmental issues. Farm broadcasters are advocates for agricultural producers and the products they produce for the world. In the beef industry, cattlemen and women rely on agriculture radio to not only provide them with news and information about agriculture across the country and around the world, but also to communicate to consumers about how the United States continues to be the leader in producing the safest, highest-quality beef in the world.

Agriculture is the backbone of America, and farm broadcasting is an important part of that history. I have for the last eight years attended the NAFB annual convention as a farm broadcaster while working for KBHB radio in Sturgis, S.D., and every year it has been a great homecoming to join the NAFB in Kansas City. It has always amazed me how as a broadcaster, we became a daily part of the lives of our listeners, just as I imagine many of you can think of a farm broadcaster that relates to your life and agricultural operation.

Now, from the perspective of NCBA, I can see just how valuable these relationships remain as we look to connect with and inform both our membership and our potential members. With our volunteer leaders and the help of our media partners, we were able to record interviews at this convention that will air across the country and inform listeners nationwide of work of our association in representing the beef industry. I am proud to have played a role in that effort.

It is important that organizations such as NCBA continue to harvest the power of farm broadcasting. Working with farm broadcasters allows leaders in the agriculture industry to convey their messages about policy directly to members of the agricultural community. Farm broadcasters are very visible at events on the local, state and national levels. Farm radio is deeply embedded in the farming and ranching lifestyle, and I hope that we can continue to share our rich heritage.

CattleFax Update

On Wed., Nov. 7, most markets traded sharply lower, presumably on U.S. fiscal cliff concerns following Election Day. Equities closed more than 2 percent lower and crude oil futures prices declined more than \$4/bbl. Live cattle futures closed a few cents lower. Feeder cattle futures closed more than \$1/cwt. lower. The CME reported the Feeder Index at \$144.16, up \$0.04/cwt. Boxed beef values increased a few cents. Grains traded mixed. Corn futures closed up about \$0.03/bu. Soybean futures closed about \$0.08/bu. lower. Chicago and Kansas City wheat futures traded up more than \$0.12/bu.

For recent market news and analysis, visit www.CattleFax.com.

Don't Miss Out on NCBA's Cattlemen to Cattlemen!

Don't miss a special live edition of NCBA's *Cattlemen to Cattlemen* on Nov. 13 at 8:30 p.m. EST. Join host Kevin Ochsner for a discussion on the state of the beef industry. Expert leaders will take live viewer questions about topics ranging from election results to the historic drought. The phone lines will open at 8:30 p.m. EST Nov. 13. To ask a question, call 1-888-824-6688, or send an email to C2C@beef.org.

NCBA's *Cattlemen to Cattlemen* debuts each Tuesday at 8:30 p.m. The show also airs Wednesday at 10:30 a.m. and on Saturday at 9 a.m. (all times are Eastern). Don't forget that you can also [watch NCBA's Cattlemen to Cattlemen online](#) anytime by visiting our website. Follow us on [Twitter](#) and become a fan on [Facebook](#).



Your NCBA

November Issue of *National Cattlemen*: The November issue and 25th anniversary edition of the *Directions* issue of *National Cattlemen* are now available online. *Directions* is a special edition of *National Cattlemen*. Both publications are in an easy-to-read electronic format which allows you to download the PDF version and share with others before it arrives in the mail. Click [here](#) to download this exclusive member benefit.

National Conference on Grazing Lands: The Grazing Lands Conservation Initiative (GLCI) is hosting its 5th National Conference on Grazing Lands on Dec. 9-12, 2012, in Orlando, Fla. The conference will provide a forum for discussion and exchange of information and technology, an opportunity to identify research and program needs and a chance to see new products and services. For more information, click [here](#).



National Cattlemen's Beef Association

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 1-866-BEEF-USA or membership@beef.org.