

It Was a Cold One

I guess I've been somewhat spoiled. For the last 15 years on my annual trek to Denver for the National Western Stock Show (NWSS) I've experienced above normal temperatures, until this year. Those of you who attended the 101st NWSS Jan. 11-13 know what I'm talking about. As evident by the cover photo, even the calves were cold as you can see their "breath in the air."

In all reality I was lucky; I only "had" to be out in the cold to take pictures on the Hereford Carload and Pen Show day and then when walking from the parking lot to the Hill and back. I honestly feel for

those who had to withstand the cold all day long.

The Hereford enthusiasm was "hot" during the stock show despite the cold temperatures. It's exciting to realize that the Hereford breed had the largest number of entries of all cattle breeds. And from my vantage of the shows, the quality was deep throughout all the classes.

When my schedule allowed, I spent as much time as I could in the Hereford hospitality suite visiting with other Hereford enthusiasts. From the reports I heard, the suite was a huge success and enjoyed by many as a place to warm up while visiting with old friends and making new ones.

Take time to study the NWSS section in this issue. Starting on Page 51, we've summarized what happened in Denver. Congratulations to all the winners. I'm looking forward to our trip to Denver this summer for the Junior National Hereford Expo (JNHE); it should be warmer then.

AI Insights

The theme for this issue is AI Insights. As you plan for breeding season and specifically prepare to incorporate artificial insemination (AI) into your program, take time to read the section that starts on Page 36. Hopefully you'll find some tips that can help improve or simplify your management plan.

Also included with this issue is the third edition of the *Hereford AI Book*. As a staff we hope you find the resource valuable as you pick genetics to use in your herd.

Good luck as you study and contemplate what bulls you're going to use this breeding season. Don't forget to utilize all the resources available to help make your selection process easier. Along with the *Hereford AI Book*, consider using the "EPD Inquiry" at Hereford.org to sort sires based on expected progeny differences (EPDs).

I'm looking forward to spring — the warmer weather and getting a chance to see all the whiteface calves on fresh, green grass.



Angie Stump Denton

The results are in

Results of a nationwide survey indicate that beef, dairy and veal producers support the national beef checkoff. Survey results, which were released on Jan. 25, show that 72% of 8,002 producers surveyed either strongly approved or somewhat approved of the beef checkoff program.

The survey was conducted by the Gallup Organization from Oct. 4 through Nov. 21, with oversight by the U.S. Department of Agriculture (USDA), and was conducted as part of a settlement between the Cattlemen's Beef Board (CBB) and the Livestock Marketing Association (LMA). The settlement followed a May 2005 U.S. Supreme Court decision that ruled the Beef Promotion and Research Act constitutional.

The survey was funded by checkoff dollars. Representatives of the USDA, CBB, LMA and the Federation of State Beef Councils collaborated in developing the survey questions.

Some 66% of respondents strongly approve or somewhat approve of the CBB contracting directly "with any entity, including businesses, university researchers, advertising and marketing agencies, and other consultants." Less than 25% would disapprove of this move.

Currently the Beef Promotion and Research Act requires that CBB contract only with "established national nonprofit industry-governed organizations ... to implement programs of promotion, research, consumer information and industry information."

Of those surveyed 82% strongly approve or somewhat approve of a periodic referendum on continuation of the beef checkoff program.

Almost 92% strongly agree or somewhat agree that "if it were possible, all or at least some portion of beef checkoff dollars should be used to promote only U.S. born and raised beef."

Currently, because importers pay into the program at \$1/head on live animal imports and a \$1/head equivalent on beef products, the program promotes beef in general. Importers account for \$8 million, or 10%, of total checkoff assessments collected.

To view all the results, go to www.ams.usda.gov/lsg/mpb/rp-beef.htm and click on "Beef Checkoff Program Survey Results - PDF file." **HW**

