

# CENTER FOR BEEF EXCELLENCE

A quarterly publication

June 2015

# News



## Join Us for 'Steak & Shake' Event, to be Held at the State Capitol, Harrisburg

### Center for Beef Excellence Promotes Programs with State Representative Pete Daley

Join us on June 23<sup>rd</sup> as Pennsylvania producers serve steak sandwiches in the halls of the Second Floor of the Irvis Office Building of the Capitol in Harrisburg from 11:30 a.m. to 1:30 p.m. The cattle industry will be sharing the many opportunities CBE provides for cattlemen and cattlemen across the state with legislators and their staff.



ed EID Identification and associated Age and Source Programs, Feeder Cattle and Carcass Improvement Certification Program throughout the state through all sources of media transmission, industry groups and associations. One session to train the trainers will target industry representatives such as extension agents, 4-H leaders, industry representatives and veterinarians.

**CBE is assisting with Beef Excellence Advisory Team grants** to provide Pennsylvania cattle producers with the professional expertise needed to achieve profits in their operation. These grants are available statewide as on farm decision making is enhanced with professional advisors assistance in the area of focus requested by the producer. Currently there is interest by beef producers in expansion and transition. Expanding funding will have a direct impact on the beef industry in PA.

**CBE offers free use of 2 mobile cattle handling equipment units.** The use of this equipment impacts beef quality, improves animal health, and promotes the message that Pennsylvania producers are improving methods used to produce a quality, safe product. This equipment is available for Pennsylvania's producers looking for a way to improve their handling practices. The use of CBE's portable equipment provides both economic and efficiency benefits. It is a valuable asset for producers. Interested cattlemen may use the equipment free of charge up to 21 days. The mobile equipment consists of a cattle chute, palpitation cage, panels, sweep and scale and has been utilized in the following counties in 2014: Westmoreland, Somerset,

(PROGRAMS, continued on page 3)

## 2015 OFFICERS

**Glenn Binkley**  
President, Legislative Committee Chairman

**Gene Trowbridge**  
Vice President, Education & Outreach Committee Chairman

**Tommy Hamm**  
Secretary

**Jim Cowell**  
Treasurer

## 2015 DIRECTORS

| Name             | County      |
|------------------|-------------|
| Glenn Binkley    | Lancaster   |
| Jim Cowell       | Greene      |
| Cheryl Fairbairn | Chester     |
| Michael Gahagan  | Montgomery  |
| Tommy Hamm       | Lycoming    |
| Trent Kling      | Union       |
| John Ligo        | Mercer      |
| Galen Martin     | Lancaster   |
| Phil McMahon     | Montgomery  |
| John Painter     | Tioga       |
| Jaqueline Root   | Tioga       |
| Michael Sherman  | Lycoming    |
| Chuck Smeal      | Clearfield  |
| Gene Trowbridge  | Susquehanna |
| Bill Weist       | Snyder      |

## PAST PRESIDENTS

| Name                      | Years       |
|---------------------------|-------------|
| Darwin Nissly, Lancaster  | 2012 - 2013 |
| Dave McElhane, Washington | 2010 - 2011 |
| Jeff Nogan, Lackawanna    | 2008 - 2009 |

### Pennsylvania Center for Beef Excellence

PA Department of Agriculture  
2301 N Cameron St., Room 303  
Harrisburg, PA 17110  
717-705-1689  
www.beefexcellence.com



According to recent census data, the PA beef industry is made up of 11, 880 farms receiving income from beef. Consumers spend 4.5 billion dollars on beef products in PA. Currently 1.53 million head of cattle in Pennsylvania provide farms with revenue through product and cattle sales. CBE has set an aggressive agenda to increase cattle numbers and to provide Pennsylvania Farm Families with growth opportunities in the beef industry.

Some of the current program opportunities include **Free RFID (Radio Frequency Individual Animal ID) Tags** to all Pennsylvania Beef Producers. RFID is a new, voluntary effort which serves the needs of two groups: producers and consumers. It is designed to benefit producers by complying with USDA mandated traceability needs for marketing, animal health programs and on-farm management, as well as coinciding with record-keeping systems and technology already in place. Consumers continue to seek information on where their food comes from, and this program answers that question. It is designed to serve as a symbol of producer commitment to producing a quality product.

**RFID Cattle ID System Producer/Industry Education** - Educational sessions will educate producers and interested industry representatives on the RFID Cattle ID System. These on-farm sessions will feature the technology available to equip the beef industry with these resources. There will be a need to promote CBE supported programs, up to and including the 840 US Cod-

# CBE: PRESIDENT'S MESSAGE



Glenn Binkley  
President

Spring brings new beginnings and new growth and CBE is ready to provide you with programs that will create growth in your operation! After a long winter when plans for the new season are in process we have been

considering what programs we can provide to improve the beef industry. Our focus is to bridge the gaps currently existing in the industry and strengthen Pennsylvania's beef industry.

In the United States there has been a slight increase in total cattle numbers and Pennsylvania has fallen behind in the trend. Pennsylvania continues to lose calves to neighboring states, which creates a decline of cattle through the supply chain, impacting all processing facilities in PA. Small processors are having difficulty with supply limitations and their ability to meet the needs of their local communities with beef products. Increasing the fed cattle supply in

Pennsylvania will increase harvest facility profitability.

A more recent study confirmed the regional growth in beef output and profitability is highly correlated with regional economic growth. Pennsylvania has the land and water resources that if tapped can counter the declines in the beef industry with an appropriate action plan in place.

According to USDA Foreign Ag Statistics, Pennsylvania is second behind Ohio in beef exports, nationally. Pennsylvania's beef exports were almost \$17.6 million in the April 2nd, 2015 report. Producers continue to make improvements that have increased their end product gains. Pennsylvania's environment makes adapting carcass development programs that improve gain and quality beef products beneficial to maintain the current industry structure.

The March 25, 2015 USDA NASS PA Slaughter report showed cattle slaughter Up 7 Percent from Last Year. Commercial red meat production for Pennsylvania totaled 101.0 million pounds in February, up 7 percent from the 94.2 million pounds produced in February 2014. Cattle slaughter totaled 73.1 thousand head, up 5 percent from February 2014. The average live weight was up 5 pounds from the previous year, at 1,223 pounds. Calf slaughter totaled 6,500 head, 34 percent below February 2014. The average live weight was up 26 pounds from last year, at 433 pounds. Increases in carcass

pounds equate to additional pounds of beef product. At a time when supplies are low these trends are significant to increase Pennsylvania's beef production.

Producing quality beef fed in Pennsylvania will increase cattle supply and improve profitability for the industry. A new program we are highlighting is offered through services provided through AMS. The **CBE Carcass DataEvaluation Program** will provide you with an immediate production decision making tool. The potential to utilize these resources remains a consideration to improving supply in the beef industry and maintain the economic increases within the Ag industry. For more information contact 570-687-3150 or visit the CBE website [www.beefexcellence.com](http://www.beefexcellence.com).

**Pull quote: PA ranks second nationally in beef exports**

For more information about CBE visit the website at [www.beefexcellence.com](http://www.beefexcellence.com).

*The Center for Beef Excellence was established in 2007 to promote the beef industry through education, production efficiency, government and community relations and economic development. Representing 28,000 beef producers with 1.62 million head of cattle with Pennsylvania consumers spending 4.5 billion dollars on beef products annually. The Center for Beef Excellence is an equal opportunity employer.*



## SALUTING OUR FUTURE

A progressive young beef leader from Littlestown, PA is recognized for his involvement in the beef industry. Chris Jeffcoat, grew up on a commercial and registered Angus cow/calf operation, feedlot, and crop farm. His family also owns a small USDA inspected meat processing facility where they harvest cattle from their farm to market as locally produced grain fed beef. He uses technology to stay progressive in the industry and uses the CBE RFID Cattle ID Program offered by the PA Center for

Beef Excellence, Inc.

Chris says, "Consumers continually want to know more about the food they are eating and providing to their family. Consumers who purchase locally produced beef want to know how it was raised and who produced the beef, and providing this information will give producers a competitive advantage in the market." Consumer demand for these local beef products can be met by establishing the "source" for these cattle through a state recognized RFID tag management system.

Chris farms in partnership with his parents and sister. Their farm consists of about 65 brood cows and 300 acres of pasture and crop land. Chris received an Agribusiness Management degree from Penn State and a Master of Science degree in Agricultural Economics from the University of Kentucky. Prior to working for the American Angus Association, Chris worked as the Beef Quality Assurance Director for the PA Beef Council and as an Extension Agent in Kentucky and North Carolina. Recently, Chris was

elected to serve on the NCBA Young Beef Leaders steering committee representing NCBA's Region 1. The steering committee is currently developing a program to help foster additional leadership and educational opportunities for young producers in each state, while supporting the current young producer programs in states.

In addition to the family farm, Chris is a Regional Manager for the American Angus Association covering the eastern region where he works with breeders to promote Angus cattle and improve management practices. He assists breeders who want to get started in the Angus business and assists them with marketing cattle, advertising and providing sale ring service. Glenn Binkley President for CBE states "Young Producers are our future and Chris exemplifies the qualities of a distinguished beef industry leader!"

**CBE offers free RFID cattle ID tags** to interested producers for more information visit [www.beefexcellence.com](http://www.beefexcellence.com) or call 570-687-3150.



Stephanie Gardner

### Gardner Enters PA Center for Beef Excellence Student Leader Program

PA Center for Beef Excellence (CBE) welcomes our newest Student Leader Stephanie Gardner of Warren County New Jersey. Stephanie is a recent graduate of Delaware Valley University with a bachelor's degree in Agribusiness. She was an active member of Block & Bridle, Animal Science Society, the Vaulting team, and a sister of Sigma Alpha, which is a national professional agricultural sorority. She has been in 4-H in her hometown for 16 years and recently went through the 4-H leadership program and is starting her own 4-H beef club. Growing up on a Black Angus beef farm in Asbury, New Jersey, her love of agriculture and the beef industry drew her to become New Jersey State Beef Ambassador. Giving public presentations and promoting the beef industry for many years as ambassador has helped Stephanie grow and led her to CBE, where she is eager to grow as a leader and become a member of this company. Stephanie is excited to get involved and gain more knowledge about the beef industry and is thrilled to participate in assisting cattle producers.

"The Program will educate Student Leader, Stephanie Gardner, with what it is to be a leader, what leadership is, how to be an effective leader, and how to provide leadership in the future. This program will provide CBE, PA producers and the student with an educational component to further enhance the beef industry," says Ann Nogan, Executive Vice President.

Stephanie will soon be a Student Leader, which means she will be part of the vibrant and active world of beef producers. The Student Leader program covers a variety of programs and includes training in leadership skills. The Student Leader program is complemented by a variety of activities where Stephanie will engage in assisting cattle producers while learning about the beef industry. Site visits and study-tours complement the program as well.

(PROGRAMS, continued from page 1)

Perry, Montgomery, Lebanon, Dauphin, Wayne, Potter, Greene, Washington, Sullivan, Fayette, and Fulton.

**A Statewide Marketing Resource** will provide producer and industry market information in an appropriate format that is easily accessible. This will be maintained on a digital format accessible for producers and consumers to utilize in purchasing decisions based on market interests and trends. Sharing this information will increase availability of products and services offered by PA producers and industry organizations as well as companies marketing to the beef industry locally, statewide and nationally. CBE is partnering with the PA Cattle-men's Association to further the reach of this opportunity.

Partnering organizations will assist in creating a statewide directory containing individual producer contact and operation information as well as industry supplier listings. This marketing resource will equip both producers and the industry with a much needed and frequently requested marketing tool. This will be a powerful tool designed to assist producers with marketing strategies. Collaboration with producer associations and local cattlemen organizations through media outlets will drive individual awareness and participation. This outlet will continue to provide the forum for beef industry partners to collaboratively work to build a stronger beef industry. This effort will bring together industry stakeholders interested in sharing the value their respective group or products bring to the industry.

This initiative will provide insight and awareness of individual producer enterprises. This resource is planned for industry representatives and beef producers that are interested in moving the industry forward by sharing information to grow the beef industry and expand the industry markets of all participants in digital format.

**Quarterly Newsletters** - Generate a 4 page color newsletter that will be mailed to beef producers as well as sent electronically to database members supplied by the Pennsylvania Center for Beef Excellence, Inc. The newsletter will include timely and appropriate articles and relevant industry updates. PA Center for Beef Excellence, Inc. will continue to expand their distribution list of the newsletter to include: county extension agents, feed mills, key influencers (i.e. Senate and House Agriculture Committee members and staff). Printing and postages expense associated with the newsletters is included in the contract commitment. Additionally a digital copy will be included on the website.

**Student Leader Program** - The Student Leader Program covers a variety of programs and includes training in leadership skills. The program is complemented by a variety of activities where a student-participant engages in assisting cattle producers while learning about the beef industry. Site visits and study-tours complement the program and may include interaction with our legislative members of the state government and state agencies.

**The Dairy to Beef Countryside Conversion Project** will be a powerful resource that provides producers with a chance to view the facility conversion process directly from the Woskob's who are willing to share their personal experience and sources. Video will provide documentation of the process and documentation of costs involved in the transition of the facility. Producers will receive guidance on the process and costs incurred in Woskob's dairy to beef facility conversion and the accomplishments made during the transition process.

New and Beginning Farmers are imperative to the sustainability of the beef industry. These programs will benefit all beef producers and include this target group.

## CATTLEFAX UPDATE

### Father's Day Buying Winding Down

Duane Lenz

The Choice boxed beef cut-out was quoted \$2.52 softer this week; Selects over the same period were \$1.99 lower. Record high prices on many steak items slowed demand and resulted in buyers looking for different alternatives.

The next week or two will complete purchasing for Father's Day and signal the start of summer, traditionally a slower demand time for beef. The Fourth of July remains but that weekend is typically more of a hot dog and hamburger type of affair. So, along with increased summer beef production, prices are likely to remain under pressure over the next 60 days.

**Next Week:** Last minute Father's Day buying may provide some support for Loins and Ribs, other cuts may struggle, resulting in a softer quote. Choice boxes could trade from \$258 to \$263, Selects between \$247 and \$250.

# INDUSTRY EVENTS

## **PSA Annual Meeting & Awards Banquet**

Saturday, January 10  
Hoss's Steak & Sea House  
743 Wertzville Road, Enola, PA 17025  
Everyone is invited to attend. RSVP to Secretary by January 3.

## **Pennsylvania Farm Show**

Friday, January 9 - Saturday, January 17  
Pennsylvania Farm Show Complex, Harrisburg, PA

## **National Western Show & Sale**

Saturday, January 10 - Sunday, January 25  
Denver, CO

## **NCBA Annual Convention & Trade Show**

Wednesday, February 4 - Saturday, February 7  
San Antonio, TX  
[www.beefusa.org](http://www.beefusa.org)

## **Southeast PA Beef Classic**

Friday, February 27 - Saturday, February 28  
Lebanon Valley Expo Center, Lebanon, PA  
[www.southeastclassic.com](http://www.southeastclassic.com)

## **Pennsylvania Performance Tested Bull Sale**

Friday, March 27  
Livestock Evaluation Center, Pennsylvania Furnace, PA  
Includes *Spring into Excellence* Simmental Sale and *PA Finest Female Sale*

## **PA Cattlemen's Association Annual Meeting & Awards Banquet**

Friday, March 27  
PA Farm Show Complex & Exposition Hall  
2300 N Cameron Street, Harrisburg, PA  
[www.pacattlemen.org](http://www.pacattlemen.org)

## **Funding for CBE Carcass Data Evaluation Program**

The new "CBE Carcass Data Evaluation Program" has been made possible through state funding provided by Governor Wolf. Participating producers will be receive actual carcass data on their cattle collected by USDA Agricultural Marketing Service (AMS) graders free of charge through the Center for Beef Excellence program.



The service, routinely provided by AMS for \$3.50 per carcass, offers producers the unique opportunity to review all components that are utilized by graders nationwide to determine final quality grades and yield grades. Factors that will be collected include: maturity, marbling, ribeye area, hot carcass weight, fat thickness, percentage kidney/pelvic/heart fat and final yield grade. These factors are a valuable asset to producers to all segments of the beef industry. Information that will be obtained through the program will allow participants to evaluate breeding programs, compare feed programs and enhance profitability/management goals of operations.

Our goal is to help producers understand the various factors that influence carcass value by providing a unique opportunity to review all factors that determine official grade placement on individual carcasses. By enhancing producer knowledge and general overall understanding of the carcass data collection process, we have an excellent opportunity to disseminate information obtained throughout the various segments of the beef industry in an effort to provide consumers with a more consistent high end quality product.

CBE Carcass Data Evaluation Program participants will receive carcass data free of charge on 500 head of cattle through the grant. Results will be collected through the Center for Beef Excellence account and relayed back to the participating producers. Signup will continue until grant funds are exhausted and applications will be handled on a first come - first served basis. It is imperative to contact the Center for Beef Excellence prior to sending the cattle to the slaughter facility to facilitate prompt data collection. Please contact me at 570-687-3150 for more information or to obtain an application for this educational opportunity.

Best Regards,

*Ann*

Ann Nogan  
Executive Vice President, PA Center for Beef Excellence, Inc.

# INVOLVEMENT

**YOUR INVOLVEMENT IS NOW MORE IMPORTANT THAN EVER!** If you are interested in...

**LEGISLATIVE OUTREACH • SHARING YOUR INDUSTRY KNOWLEDGE • TELLING YOUR/OUR STORY • VISITING A CATTLE OPERATION**

please contact us at 717-705-1689 • [www.beefexcellence.com](http://www.beefexcellence.com) • [anogancbe@gmail.com](mailto:anogancbe@gmail.com)