



AUXILIARY TO THE SOUTH DAKOTA STOCKGROWERS ASSOCIATION

Volume 28, Issue 6

Membership Newsletter

November/December 2008

Season's Greetings ~

from the South Dakota Cattle Women!

South Dakota Cattle Women Quarterly Meeting

Saturday, December 13, 2008

South Dakota Hall of Fame,
Chamberlain

10:30 am

Lunch Provided by
Prime Cattlewomen

Program: Jessica Osterman,
2008 SD Beef Ambassador.

Please bring a copy of
your favorite
“Beef for the Holidays”
recipe to share.

In lieu of a gift exchange, please
bring a donation for the “Save the
Beef Ambassador” program.

Photo by 10-year-old Kaitlyn Adrian, Rapid City.

Mission: South Dakota Cattlewomen strive to Promote, Educate and Inform about our BEEF INDUSTRY.

~ www.sd cattlewomen.org ~

Message from the President

Team BEEF Needs YOU!

Lisa Dorschner, 2008-2009 President

What do the South Dakota Cattle Women (SDCW) do? Take a look at our statewide projects listed below....we have a lot to be proud of! This year, we want you to be part of TEAM BEEF 2009!

The Executive Committee is inviting you to choose the events that you would like to help with....there are a lot of ways to help promote beef. And, not all mean more meetings or travel!

Let's GO FOR THE GOLD with Beef in 2009! Contact Lisa Dorschner to sign up for your committee at (605) 280-6339 or email: ildorschner@pie.midco.net.

Beef Ambassador Program

Chair: Ruth Anne Farnsworth

Beef Certificates

Chair: Alice Hendrickson

Christmas Tree at the Capitol

Chair: Mary Jessen

State Beef Cook-Off

Chair: Karla Pazour, Nancy Neuhauser

May is Beef Month Promotion

Chair: _____we need you!_____

September Beef Education Month:

Chair: Donna Adrian

Beef Salad Promotion

Chair: Karla Pazour

State Fair Promotion

Chair: Julie Holmquist

Sturgis Rally Promotion

Chair: Kodi Blotsky

Sports Education

Chair: Gloria Schaefer

Executive Committee (2008-2009)

President - Lisa Dorschner

Vice President - Becky Littau

Treasurer - Kodi Blotsky

Secretary - Katrina Jarding

Parliamentarian - Julie Holmquist

District I - Jane Logue

District II - Bernice Gregg

District III - Linda DuBois

District IV - Donna Adrian

District V - Mary Hendricks

District VI - Jan Jarding

Getting to Know Our New President...



Lisa (Ringstmeyer) Dorschner was elected President of the SDCW at the Annual Meeting in September. Growing up on the family farm near Winner, she was active in 4-H, where she developed her love for the Beef Industry. Her dad, Bill, taught her how to show cattle and her mom, Kris, shared favorite beef recipes that Lisa prepared for the Special Foods contests over the years.

After graduating from Winner High School, she attended South Dakota State University graduating with a degree in Family and Consumer Science. SDSU is also where she met and married her husband Tony—a city slicker! Over the years he has developed a love for the farm and enjoys working with the cattle when needed.

Tony and Lisa have two children, AJ (13) and Haley (9). Being able to share the family farm with them is very important. They travel back often and pitch in at Grandma and Grandpa's wherever they can. Lisa is currently the Executive Director of South Dakota's Ag in the Classroom program. This position allows her to share her passion for agriculture and the beef industry with people across the state and nation. She has served as the ANCW Education Committee Chair, consulted for the SD Beef Industry Council is the Secretary for National Ag in the Classroom Consortium and is a graduate of South Dakota Ag & Rural Leadership Class IV.

Notice some changes in the newsletter?

The SDCW leadership is working on ways to streamline how we help membership to stay informed~this is an exciting time for the SDCW. Stay tuned!

■ Mary Jessen served as Newsletter Editor for many years. Thank you, Mary, for your dedication!

■ For 2008-2009, Colette (Adrian) Kessler has stepped up to serve as the Newsletter Editor. She can be contacted at 29528 SD Hwy 34, Pierre, SD 57501 or (605) 224-1820 or kessler@mncomm.com. Digital material is welcome.

■ Please continue sending news and material to Mary Ann Morford, Highmore Herald, Box 435, Highmore, SD 57345. Contact Mary Ann by phone/fax at (605) 852-2927 or email at hiherald@venturecomm.net.

■ Becky Littau will continue to do a great job with membership and addresses. She provides labels for mailing the newsletter. Please send any address changes to Becky at 27969 301st Ave., Winner, SD 57580. Email Becky at relittau@gwtc.net.

What's Happening in the Beef Industry



Cattle Industry Annual Convention & NCBA Trade Show

It's a New Day in the Sun! — Join us in Phoenix for the **2009 Cattle Industry Annual Convention and NCBA Trade Show** on January 28-31. Registration and housing can be found online at http://www.beefusa.org/convention_meetings.aspx. You don't want to miss the most important meeting for our industry. For more information, visit www.beefusa.org or call (303) 694-0305. The agenda for ANCW events can be found at www.ancw.org/convention.aspx.

Why Should I Attend?

- You have a stake in the future of this industry. It is one of the best investments you can make in your operation!
- To have your voice heard in the decisions that will shape your industry.
- To discover new products and services at the NCBA Trade Show.
- Convention is the place to form new business relationships by providing the networking opportunities for fellow producers.
- To help establish checkoff and policy priorities for the coming year.
- Bring the entire family and participate in the new NCBA youth activities! Take a well deserved break from the winter weather! The average temperature at this time is 66 degrees!
- Check out the brochure with detailed convention information: <http://www.beefusa.org/uDocs/convregbrochure.pdf> (26 megabytes).

Save the Beef Ambassador Program

At a time of urgent need there is nothing like a Cattle Woman to get the job done. The beef checkoff funding for the National Beef Ambassador Program has been eliminated for 2009. We have until December 31, 2008 to raise approximately \$100,000 in order to give the new 2009 National Beef Ambassador Team the opportunity to go out and tell our beef production story next year.

For the past 19 years, representatives of the National Beef Ambassador Program (NBAP) have worked in urban areas and convinced literally millions of soccer moms and college coeds that beef is a vital and important part of a healthy diet. For, whether you believe that you raise beef or you raise cattle, without a market for beef we would all be in trouble.

In light of this new funding development, ANCW and SDCW are reaching out to beef producers, the ones that benefit most from the work of this energetic and enthusiastic bunch of beef lovers. *If every beef producer in this country were to donate just \$1, the program would be adequately funded for the next five years.*

SDCW will be visiting local auction barns to rally support of beef producers across the state. Here is your chance to help out! SDCW will provide a poster and talking points for you to use when you visit your local barn. You can conduct the visit however you are most comfortable.....placing the sign and collection container at the cashier's window, setting up a table and visiting with producers as they come and go or asking the auctioneer for a few minutes to address

the audience and pass the hat. Every dollar makes a difference!

Donations can be made to ANCW Foundation, which is a 501(c) (3) foundation. Please send them to the ANCW office at PO Box 3881, Englewood, CO 80155.

In South Dakota, Committe Chair Ruth Anne Farnsworth reports...

Since I have been involved the first year we had Amanda Nolz a national winner and she is still involved in the beef industry. That year we had six senior contestants and 8 junior. The next year Joanna Strom was our winner and she placed in the top five for the National Beef Ambassador team. We had four seniors competing, six juniors, and four junior juniors. In year three, Suzanne Swett was our winner. We had fourteen in competition senior through junior. Suzanne has continued to promote beef through her cross country running with a beef shirt. This year Jessica Osterman was our winner and we had three seniors, three juniors and three junior juniors. Jessica has worked with Holly Swee to do some promotions. She also helped the CattleWomen in the State Fair booth. Our Junior winners are also encouraged to help at the South Dakota State Fair booth and at their local shows if they are needed.

This is fantastic! Let's keep this interest and opportunity going strong! To learn more, contact Ruth Anne Farnsworth or visit the national website: <http://www.nationalbeefambassador.org>.



➤ The National Beef Ambassador Program strives to provide an opportunity for youth to educate consumers & students about beef nutrition, food safety & stewardship practices of the beef industry.

What's Happening in the Beef Industry

Have you been hearing "buzz" on beef news happening around the nation? Want to know what it is all about? This section of the newsletter is intended to help members be aware of industry topics that are being talked about - whether the discussions are positive or negative for our industry. While the SDCW leadership can't profess knowledge on all these topics, we can provide highlights and recommend resources so members, and others, can learn more at their convenience. *Educating others through informing...that is one of the roles of the South Dakota Cattle Women.* Each member can carry this information-sharing to their community. The following would be good topics for discussion at local club meetings. So, when you're at a local event and a specific subject comes up, YOU can feel knowledgeable and speak up for the Beef Industry!

Update on "The Cow Tax"

The Environmental Protection Agency recently called for public comments on whether and how the agency should regulate greenhouse gas emissions under the Clean Air Act. This is the first step in a process that could have sweeping negative consequences for America's farmers and ranchers. The EPA request for public comment is in response to an April 2007 Supreme Court decision, *Massachusetts vs. EPA*, which found that greenhouse gas emissions could be regulated if EPA determines a cause or contribution to air pollution that endangers public health or welfare.

The Agriculture Department has come out against the proposed rules. According to Agriculture Department figures, any farm or ranch with more than 25 dairy cows, 50 beef cattle or 200 hogs which emits more than 100 tons of carbon equivalent per year, would need to obtain a permit under the proposed rules. More than 90 percent of U.S. dairy, beef and pork production would be affected by the proposal. Permit fees vary from state to state but EPA sets a "presumptive minimum rate" for fees. For 2008-2009, the rate is \$43.75 per ton of emitted greenhouse gases. The proposed fee would mean annual assessments of \$175 for each dairy cow, \$87.50 for each head of beef cattle and \$20 for each hog. Mark Maslyn, AFBF executive director of public policy said the proposed rules would be ineffective because of the global nature of greenhouse gases.

Reduction of a ton of greenhouse gases anywhere will make a difference, but if a ton is removed in Iowa and replaced by a ton in China, then no net effect occurred," he said. "A livestock tax and regulation of greenhouse gases under the Clean Air Act will impose restrictions and added costs on the U.S. economy without reducing greenhouse gases in the atmosphere." The Clean Air Act is aimed at very serious and very scarce air pollutants from sources such as large chemical plants. It is not designed to regulate a dairy farm in Wisconsin or a cattle ranch in Texas. *Source: The Voice of Agriculture, American Farm Bureau*

What is a Flat Iron Steak?

The Flat Iron steak is officially called the Shoulder Top Blade steak (Flat Iron) and is cut from the Shoulder Top Blade roast, part of the chuck.

√ The steaks are cut in a way that removes excess fat and connective tissue, leaving a tender cut that can be used in a variety of ways. The Flat Iron can be grilled, broiled or prepared in a skillet, and it's great as a steak or cut into pieces for a stir-fry or kabobs.

√ It is considered the second most tender cut of beef after the tenderloin.

√ Not only is the Flat Iron steak very tender, but because it's cut from the chuck, it's more reasonably priced.

√ This well-marbled, ready-to-cook steak is tender, juicy and flavorful, and does not require marinating to tenderize.

√ With this cut, the consumer enjoys the benefit of no wasteful fat trim or tough connective tissue.

Source: www.mybeefcheckoff.com.

Check out this website to stay in the loop on what your check-off dollars are doing. There is a great variety of resources and links that will provide you with the tools needed to "promote, educate and inform about our Beef Industry."

The screenshot shows the MyBeefCheckoff.com website. At the top, there is a search bar and the site logo. A navigation menu includes links for 'About Beef Checkoff', 'State Beef Councils', 'Library', 'Newsroom', and 'Contact Us'. A central banner features a woman and a child, with the text 'Producers can't be everywhere. Safeguarding America's Beef.' Below this, there are several content blocks: a 'Producers' Communications' section with links for 'Contact Us', 'Executive', and 'Contact Us'; a 'Always Cooking Up Something New' section with a welcome message and a link to 'Learn More'; and three smaller boxes for 'CRS Meeting Blog', 'Checkoff Events', and 'Beef Recipes'.

Reports

Membership Report

Since our September meeting we have eight new associate members. We also had five new members join at the annual meeting. New brochures have been printed for new CattleWomen members and a brochure for Associate Members. I have had two clubs submit their dues and club affiliation dues. Thank you to the Harold Steakettes and Prairie Belles. I can guess that the other clubs will soon be sending dues for their members and club affiliation dues. If anyone has address changes, please let me know. My address is 27969 301st Ave., Winner, SD 57580 I also have an email address: relittau@gwtc.net.

Becky Littau, SDCW VP

SD Cattle Women on the Web~

The SDCW are using the Internet to help better communicate with members. Kodi (Abbott) Blotsky is using her talents for the SDCW website. Check it out at www.sd cattlewomen.org.



The website and newsletter are tools the Executive Committee uses to communicate important messages. And, members can share information and ideas through these venues as well. SD Cattle Women members have strength through direct involvement in the cattle industry. SDCW members understand better than anyone the issues facing the cattle industry. Unfortunately, living in rural areas sometimes can be a challenge for good communications. In case you misplaced your paper copy of SDCW material, you'll find good information at the SDCW website. Soon, these newsletters will also be archived on the site. Please help to make the content of the website and newsletter, not good, but great communication tools for promoting beef!

Information for the website may be sent to:
Kodo_Abbott@hotmail.com or mailed to Kodi Blotsky, HC 41, Valentine, NE 69201.

Associate Members

Ag-West Feeds, Inc., Burwell, NE
Anson Insurance Services, Inc., Burke
BankWest, Gregory
BG's Electronic Service Serenity Hair Salon, Burke
Bonesteel Oil, Bonesteel
Buche's, Gregory
Burke Body Shop, Burke
Burke Building Center, Burke
Burke Livestock Auction, Burke
Burke True Value, Burke
Cahoy's General Store, Bonesteel
Country Pride Cooperative, Winner
Double C & D Family Diner, Winner
Duling Financial Services, Gregory
Farmers Union Oil Company, Reliance
First Dakota National Bank, Chamberlain
Flying D Convenience Store LLC, Colome
G.A.B., Burke
Green's Grocery, Burke
Gregory Animal Clinic, Gregory
Gregory Farmers Elevator, Gregory
Harry K Chevrolet-Pontiac-Buick, Oacoma
Heartland State Bank, Highmore
Hogan's Hardware, Pierre
Johnson Implement Inc., Burke
Jungle of Flowers, Burke
K & S Angus, Gregory
Koenig Lumber, Fairfax
Main Street Auto, Burke
McKay Insurance Agency, Huron
Midriver Vet Clinic, Julie DVM, Chamberlain
Midwest Cooperatives, Highmore
Pat's Food Town, Burke
Pete's Quick Stop, Burke
Pump N Stuff Convenience Store, Burke
Purvis Electric, Burke
Redi Mix Inc., Chamberlain
Ringling Cattle & Trucking, Platte
Ronald Tedrow, CPA, Pierre
Rosebud Electric Coop, Inc., Gregory
Rosebud Farmers Union Coop Cenex, Gregory
Rosebud Farmers Union Coop Cenex, Fairfax
Scott's Welding & Repair, Colome
Stagg Vet Clinic, Highmore
Synder Ranch, Piedmont
Taylor Plumbing, Heating, Air & Refrigeration, Herrick
Teena's Kitchen, Colome
The Burke Gazette, Burke
The Insurance Center, Burke
The Insurance Center, Winner
Victor Schmitz CPA, PC, Burke

Sustaining Members 2008-2009

Lois Bieber	Delores Bonenberger
Mary Bucholz	Roxie Chapman
Katherine DeVries	Linda DuBois
Lynne Duling	Sarah Hallan
Florence Halligan	Bette Johnson
Colette Kessler	Krecia Leddy
Nancy Stirling Neuhauser	

News from Around the State

Club Updates

Medicine Rock Cattlewomen

Met on October 14, 2008 11 members attended
Plans include the Christmas Tree Extravaganza and and In-Store Promotion featuring Beef for the Holidays.

Southern Belles

Met September 19, 2008 19 members attended, 7 new members. Plans include "Thank You" meat and cheese trays to local businesses that sell Beef Certificates, Beef Month promotional radio ads, and beef trivia with winners receiving Beef Certificates and a float in the homecomg parade. Discussed providing Beef Breaks for teachers during in-service at area schools. The annual Beef Fest will be in November and the group is planning a blood drive for January.

Met October 16, 2008 10 member present
Plans include promotional radio ads during fall sports play-offs with nutrition message. Discussed the beef jerky donated to the troops,decorating a Christmas tree at the Tripp County Courthouse and plans for Beef Fest on November 21.

Mellette County Cattle Women

Mellette County Cattle Women (MCCW) are sharing their Christmas spirit through decorating a MCCW theme Christmas Tree. Just as the trees at our State Capitol building are, this tree will join others to be displayed throughout the month of December at the Mellette County Historical Society building in White River.

The White River Frontier Days parade theme was patriotic. The MCCW parade entry featured "Beef Woman" dressed in red, white and blue and stars and stripes riding on a four-wheeler (on a trailer) - what fun!

Approved Beef Industry Council Budget for 2008-2009

Air Base Promotion	\$3,000.00
Beef Ambassador	\$5,000.00
State Beef Cook-Off	\$2,500.00
Beef Salad Promotion	\$1,500.00
Father's Day Promotion	\$ 500.00
Litterbags, Placemats	\$3,500.00
Promotion & Education	\$4,500.00
Advertising	\$2,000.00
Storage	\$ 350.00
Sports Education	\$2,000.00
Workshops	\$1,500.00
Awards	\$ 700.00
<u>State Fair</u>	<u>\$5,000.00</u>
Total Approved	\$32,000.00

Beef At It's Best

Restaurant Review

Beef At Its Best recommends the Delmonico Grill for amazing Beef dining. South Dakota is proud of the Beef we produce and the Delmonico grill will serve up a great Beef experience for you, your guests and travelers from around the world. Just what *Beef At It's Best* is looking for!

Delmonico Grill opened in April of 2007 in downtown Rapid City. The location at 609 Main is great for anyone hungry for good food and a taste of Rapid City's historic downtown district. Both locals and Black Hills visitors will walk away raving about the Beef they experienced here.

Delmonico Grill offers great sandwiches, salads, pastas and homemade soups for lunch. *Beef At Its Best* discovered a fabulous steak salad and open face prime rib sandwich to be top choices on the lunch menu.

For dinner the specialty is steak. Thick, hand cut choice beef charbroiled then oven roasted and properly rested for maximum tenderness. Pete knows how to cut beef to take advantage of the best and most tender parts. We thought grilling was the only way to cook a good steak, but he's convinced us to try a quick pan sear and finish in the oven. From a beautiful 9oz Tenderloin to Kona Crusted Rib Eye, the choices of steak will amaze you. The steaks are simply prepared using Midwestern Black Angus Beef and accompanied by fresh favorites like asparagus and butternut squash soup.

This will be one of your best beef experiences ever!
Beef "At Its Best" for Dinner.

The SDCW Expense Form and Beef Project Expense Forms are available on the website. The Executive Committee is requesting that ANYONE working on a project or promotion submit the forms to Kodi. EVEN IF YOU DON'T request the expense reimbursement, PLEASE complete the PROJECT HOURS, NUMBER OF VOLUNTEERS and JUSTIFICATION for the project.

This information will be use to prepare reports for our stakeholders. This will enable the executive committee to accurately report on projects and get the word out about "What Cattlewomen Do"!!

News from Around the State

The Stewardship and Conservation Tradition South Dakota Stockgrowers will hold Quarterly Meeting in Edgemont

For centuries, cattle producers have had a personal relationship with our nation's land and natural resources. They have assumed the responsibilities and risks of investing their lives to protect and conserve the environment, and in turn, depend on the land and its resources for their livelihood.

Good management demands caring for the environment for their own welfare as well as for future generations. Cattle producers, as individuals and as an industry, are actively working to protect and improve the environment, because they know environmental stewardship and good business go hand-in-hand.

Environmental Stewardship Award Call for Nominations

Since 1991, the National Cattlemen's Foundation (NCF) has administered the **Environmental Stewardship Award**. Nominations are due on February 25, 2009, for the award which honors cattle operations for their excellent stewardship and commitment to conservation on the ground. Previous South Dakota state nominees include John and Delina Nagel, Avon, Jim and Carol Faulstich, Highmore, and Bill and Penny Slovek, Philip.

Please consider working with the NCF, the USDA Natural Resources Conservation Service (NRCS), Dow AgroSciences, the U.S. Fish and Wildlife Service and the SD Cattlemen's Association to make a South Dakota nomination. Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle. All seven Regional Winners will receive national recognition, a bronze, and an expense-paid trip to the 2010 Cattle Industry Convention in San Antonio, TX, where the national winner will be announced.

Visit www.EnvironmentalStewardship.org for details and a sample nomination or contact Jodie Hickman, Executive Director, SD Cattlemen's Association, 435 Chapelle Street, Pierre, SD 57501. Call (605) 945-2333 or email Jodie at executive@sdcattlemen.org.

"I'd like to add that the beef ambassador program has opened my eyes to the many many different opportunities, organizations, and people that make the beef industry such a great part of agriculture. The beef program has allowed me to explore the values of beef and how it helps society by researching its by products, nutrition, breeds, and programs. By speaking to others about my support of the beef industry, I have become a stronger member of the ag community and also in the FFA, where I was the #3 public speaker in the state, speaking on the topic of beef and its by products." - Bailey Ruth Anne Farnsworth notes: Bailey Hurlbert a very good junior winner. She was not in the contest last year but she won the junior division the two previous years.

Stockgrowers Executive Director Margaret Nachtigall

The Fall Quarterly meeting will be held in Edgemont, SD on December 2 and 3, 2008. The public is invited and urged to attend any or all meetings and hear speakers Johnny Smith, R-CALF Region III Director, Ft Pierre, SD; Herman Schumacher; Past R-CALF Director, Hereid, SD and Melissa Stearns, Three Corners Agency, Edgemont.

Registration begins at 8 AM at the IOOF Hall in Edgemont. Stockgrower Vice President, Kenny Fox, Belvidere explained "We have changed the format of our quarterly meeting somewhat. In order to have more input from the producers we will not have a speaker for each committee, but instead will hold a short business meeting, within each committee, and then entertain information and concerns from members and nonmembers alike."



Have You Herd...

... There are about 800,000 beef producers in this country, according to the U.S. Department of Agriculture (USDA), and about 98 percent of these are individual or family businesses. These operations

vary in size from a few cows to thousands, depending on the region and other sources of income the family may have. According to USDA's 2002 Census of Agriculture, the average herd size in this country is 40 head of cattle.

For more information about beef industry makeup and processes, go to Cattle Production at <http://www.beeffoodservice.org/CMDocs/BFS/Farm%20to%20Fork%20Sheet.pdf>.

Nutritional Value of Beef

U.S. beef is leaner than ever and is a premier, naturally nutrient-rich food, which helps consumers get more nutrients from their calories. Today, 29 cuts of beef (including 10 of the 12 most popular cuts) meet government guidelines for lean; these include the tenderloin, sirloin and 95 percent lean ground beef. Beef has eight times more vitamin B12, six times more zinc and three times more iron than skinless chicken breast.



Seasons Greetings

Need Ideas for Christmas Gifts?

How about the SDCW Red or Green Cookbooks or Beef Gift Certificates?

Certificates are super gifts for your child's teachers, neighbors.....all those "hard-to-buy-for" people on your list. More gift ideas are the SDCW two great cook books with a number of great BEEF recipes. From roast beef to hamburger dishes, you will love them all.

December is the biggest month for sales of Beef Gift Certificates. This is a great promotional activity for our organization.

Orders and payments for Beef Certificates through Lindy Harkin, P.O. Box 451, Winner, SD 57580. Call (605) 842-9066 or email lharkin@goldenwest.net.

Where's the beef? Group hopes it is in S.D. classrooms

The State Beef Checkoff Program in South Dakota has launched an initiative designed to hook more beef consumers by teaching teens about the nutritional benefits of the meat and how to cook it. Holly Swee of the state Beef Industry Council says often young adults don't have the ability and knowledge it takes to cook many types of food, including beef. She says the new beef program for schools helps bridge the gap by providing money to buy beef for hands-on cooking lessons. Home economics teachers can apply for the funding and educational information on beef for culinary classes. Beef funding also will go to schools with ProStart Culinary Programs for students interested in careers in culinary arts and food-service management.