

NEWS & NOTES

Industry tidbits from around the country

Compiled by Shauna Hermel, editor

▶▶▶ CBB elects officers

Hugh Sanburg, Norman Voyles Jr. and Jimmy Taylor were elected chairman, vice chairman and secretary-treasurer, respectively, of the Cattlemen's Beef Promotion & Research Board (CBB). The officer team is responsible for guiding the national Beef Checkoff in 2021.

The three were elected by fellow board members during the board's 2021 Winter Meetings, which convened virtually.

Sanburg hails from Eckert, Colo., where he and his brother are managing partners of a horned Hereford cow-calf operation and a commercial herd.

"The CBB is a group of everyday producers who take time away from their operations," Sanburg said. "In

the coming year, we will do our absolute best to advance the beef industry, make informed decisions and encourage Checkoff contractors to execute programs and initiatives that accomplish our primary goal — driving demand for beef."

Voyles owns and operates a seventh-generation grain and livestock farm near Martinsville, Ind., with brother Jim and son Kyle.

Taylor and his wife, Tracy, have a commercial Angus herd near Cheyenne, Okla., consisting of approximately 600 females on 12,000 acres. Their ranching efforts have earned them the 2011 *Certified Angus Beef*® Commitment to Excellence Award and the 2013 Oklahoma Angus Association Commercial Breeder of the Year.

To learn more about the Beef Checkoff and its programs, including promotion, research, foreign marketing, industry information, consumer information and safety, visit the website at www.DrivingDemandForBeef.com.

▶▶▶ USDA extends general CRP signup

The USDA is extending the Conservation Reserve Program (CRP) General Signup period, which had previously been announced as ending on Feb. 12, 2021. USDA will continue to accept offers as the incoming Biden administration evaluates ways to increase enrollment. A new deadline has not been set. The program, administered by USDA's Farm

Service Agency (FSA), provides annual rental payments for 10-15 years for land devoted to conservation purposes, as well as other types of payments.

This signup for CRP gives producers an opportunity to enroll land for the first time or to reenroll land under existing contracts that will be expiring Sept. 30, 2021. All interested producers, including those with trust lands, are encouraged to contact their local USDA Service Center for more information.

All USDA Service Centers are open for business, including those that restrict in-person visits or require appointments. All Service Center visitors wishing to conduct business with FSA, National Resources Conservation Service (NRCS), or any other Service Center agency should call ahead and schedule an appointment. More information can be found at www.farmers.gov/coronavirus.

▶▶▶ Jerry Bohn elected NCBA president

The National Cattlemen's Beef Association (NCBA) Feb. 4 concluded its virtual Winter Business Meeting with the election of Jerry Bohn, a cattle producer from Wichita, Kan., as NCBA president.

Bohn, a retired lieutenant colonel in the U.S. Army Reserves, has been a part of the cattle industry his entire life. He has had an expansive career in the cattle industry since his early days of custom-grazing cattle with his family in the Flint Hills, to his time on Kansas State University's award-winning livestock judging team, to eventually serving 34 years as the manager of Pratt Feeders, a commercial cattle-feeding operation in his home state of Kansas. He has dedicated his time as a leader for several state-

▶▶▶ Angus announces regional manager internship for fall

The 13 regional managers of the American Angus Association are the boots-on-the-ground Angus experts who wear many hats as they interact with the membership and industry on a daily basis. This fall, the American Angus Association's field services team is excited to offer the new 2021 regional manager internship, which is designed to enhance a student's ability to build effective relationships, craft a promotional strategy and learn about the Angus business and cattle industry. The nine-week, full-time internship begins in August and lasts until December and will be based at the American Angus Association headquarters in Saint Joseph, Mo., with numerous opportunities to travel to different regions of the country.

From assisting with herd visits to securing advertising in the *Angus Journal* and *Angus Beef Bulletin* to providing insight to the breeder, the regional manager intern will gain valuable hands-on, real-world experience in the Angus business.

"The regional manager internship provides a unique learning experience for rising junior and senior college students interested in a career as a field representative with a breed association or similar positions within the industry," says David Gazda, regional manager and director of field services. "It will provide an opportunity to gain valuable work experience and

exposure to all entities and departments of the Association from conception to end product. Most importantly, this internship will provide an individual hands-on experience and a greater insight into the role regional managers perform as a representative of the Association and the skill sets required to serve successfully in this position."

The selected intern will have the opportunity to promote the Angus breed and represent the American Angus Association by attending production sales, shows and other events.

"The role of the regional manager is what truly drives the advancement and connection within the Angus breed. This team of dedicated professionals serve as a trusted resource for Angus breeders and buyers of Angus genetics by delivering information, guidance and support across all aspects of the Association and its entities," says Brett Spader, Angus Media president. "This internship is a unique opportunity to become familiar with all aspects of the Angus breed while having a meaningful impact on Angus breeders."

Apply by sending résumé, cover letter and references to careers@angus.org by May 1, 2021. Visit angus.org/careers for the internship description and requirements.

— by Karen Hiltbrand, *Angus Communications*

level associations, using his expertise and experiences to mentor the next generation of industry advocates.

Bohn's term as president, along with a new officer team, was approved by NCBA's board of directors. Don Schiefelbein of Minnesota was named president-elect; Todd Wilkinson of South Dakota was elected vice president. Wyoming rancher Mark Eisele was elected chair of the NCBA Policy Division, and Nebraska cattleman Buck Wehrbein was elected policy vice chair. Clay Burtrum of Oklahoma and Brad Hastings of Texas were elected as chair and vice chair of the NCBA Federation Division, respectively.

"I have heard quite a few producers in the past year say if you want to get something done in Washington, D.C., in agriculture, you better do it with the National Cattlemen's Beef Association or it is not going to get done," Bohn said. "This is the greatest testament to the grassroots power of our members and state affiliates. It is why I am so proud to represent NCBA as president, and it is the reason I get up every day, ready to fight for the American producer."

▶▶▶ **NCBA sets 2021 policy priorities**

On Feb. 4, the executive committee of the NCBA approved the organization's top 2021 policy priorities with a continued focus on advocating for a business climate that increases opportunities for producer profitability.

"There is no doubt the past year has been difficult for cattle producers, and it's crucial that we work to implement sound policy and focus our attention on the legislative and regulatory areas that will give U.S. cattle producers the most added value," said NCBA President Jerry Bohn.

NCBA policy priorities for the coming year include:

- ▶ price discovery and transparency in cattle markets;
- ▶ ongoing COVID-19 recovery efforts;
- ▶ truthful labeling, fully

representing all ingredients, of alternative plant-based or cell-grown protein products;

- ▶ strengthening the beef supply chain to meet the growing demand for U.S. beef; and
- ▶ removal of nontariff barriers to increase worldwide markets for U.S. beef.

NCBA remains committed to working closely with Congress and the Biden administration to emphasize the U.S. cattle industry is the global model for sustainable beef production. NCBA is committed to environmental stewardship, and engaging on the regulatory policies, including the Navigable Waters Protection Rule (NWPR) and the National Environmental Policy Act (NEPA), that promote stability and continuity for cattle producers.

▶▶▶ **Cargill expands value-added protein footprint**

Cargill announced Jan. 26 the expansion of its value-added protein footprint through the acquisition of ProPortion Foods, a food manufacturer that supplies a variety of innovative fully cooked products, portion-control steaks and marinated ready-to-grill meats.

Through the purchase, which closed in December 2020, Cargill gains two further-processed protein plants in Round Rock, Texas, and Vernon, Calif. They will deliver a variety of quality, fully cooked protein products for Cargill's retail and foodservice customers.

In 2019, ProPortion Foods made and sold protein products including beef, pork, chicken, turkey and plant-based proteins. The facilities' capabilities range from single-serve and family-sized, ready-to-cook and ready-to-eat meals to value-added proteins for quick-service, casual dining, and other national and regional restaurant chains.

▶▶▶ **Commercial scholar**

The Angus Foundation is offering three scholarships exclusively intended for the children of commercial cattlemen. The

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Commercial Cattlemen Scholarship is funded through the Angus Fund and is available to students from a commercial cattle background who have purchased registered Angus sires or dams and had a registration paper transferred to them in the past three years.

The scholarships encourage youth at a four-year university, community college or accredited trade school.

Applications for the 2021 scholarship season are available at www.angusfoundation.org and must be returned by May 1, 2021. **I**

►►► **Uneven recovery in foodservice sector implies same for animal protein**

As COVID-19 spread across the country last year, it spurred the “great grocery grab of 2020” — a shift to at-home food consumption not seen since the early 1980s. The abrupt change also forced the most significant shift in meat supplies the industry has experienced, diverting massive volumes of meat and other food originally intended for restaurants into retail distribution channels and grocery stores.

U.S. animal protein supplies have returned to normal, and foodservice sales have improved since the onset of the pandemic, but may not return to prepandemic levels until the second half of 2022, according to a report from CoBank’s Knowledge Exchange.

“Trends in consumer demand for at-home and away-from-home consumption are central to the profitability and viability of the U.S. animal protein supply chain,” says Will Sawyer, lead animal protein economist with CoBank. “As the U.S. foodservice sector climbs out of the hole left by 2020, the animal protein sector will not only need to realign itself with the survivors of the last year, but also remain flexible.”

The importance of individual foodservice channels varies significantly by animal protein species and by producer. Some foodservice channels have rebounded to achieve sales growth, as evidenced by the quick-service (QSR) and fast-casual restaurant concepts that have recorded positive comparable-store sales since the summer.

Full-service restaurants however continue to face double-digit declines in sales. In November, full-service restaurant sales were down 36% compared to last year, while total foodservice sales were down 17%. In-restaurant dining will be vulnerable as long as consumers remain wary of dining indoors and COVID-19 cases remain elevated.

Varying performance of the different foodservice channels is especially evident in U.S. beef consumption. While ground beef makes up a majority of beef volume through foodservice, it represents only about one-third of the value due to its low price point.

In the limited-service restaurant channels, ground beef has performed quite well, but the beef sector continues to be hurt by the depressed full-service restaurants, hotels and education channels. High-value steaks and roasts that are primarily sold in these channels only make up a quarter of the volume of beef sold through foodservice, but they account for nearly half of beef sales.

The beef and pork sectors have some flexibility to adapt, as major packers sell their products to a variety of retail, foodservice and export customers. In the poultry sector, however, many integrators and poultry plants focus either on retail or foodservice, but not necessarily both. Poultry producers who focus on retail and fast-food chains have fared reasonably well during the pandemic. Others will need to continue their focus on cost and supply reduction until foodservice demand normalizes, which could easily be one or two years away.

Read the full report at <http://bit.ly/03ABB-cbreport>.