



2013 Cattle Industry Convention Coverage Online

Cattlemen and women were invited to put their boots on the bay for the 2013 Cattle Industry Convention and NCBA Trade Show. This year's event — featuring the joint and individual meetings of the National Cattlemen's Beef Association (NCBA), Cattlemen's Beef Promotion & Research Board (CBB), American National CattleWomen Inc. (ANCW), CattleFax and National

Cattlemen's Foundation (NCF) — was to be in Tampa, Fla., Feb. 6-9.

As soon as we send this February

issue of the *Angus Beef Bulletin* to press, your *Angus Journal* editorial team will be heading to Tampa with other staff of the American Angus Association, Certified Angus Beef LLC (CAB) and the Angus Foundation to participate in and to cover the event. By the time you get your magazine, the event will be concluded and we'll be posting highlights online in the newsroom at www.4cattlemen.com. Here's a glimpse of what we are expecting to cover.

Early starters

ANCW is to get a head start on the convention, with its opening general session and a full day of focus sessions scheduled for Tuesday, Feb. 5. The morning is to feature beef promotion and education, while the afternoon is to feature youth development and legislation.

ANCW activities continue the rest of the week, with committee meetings; another general session; the membership meeting; and a president's reception, which will feature recognition of this year's Outstanding Cattlegirl and new leadership for 2013.

The Cattlemen's College® is also scheduled to begin Tuesday afternoon, with programs on application of reproductive technology and low-stress handling and stockmanship of cattle on horseback. To celebrate the 20-year partnership between Pfizer Animal Health and NCBA in hosting the Cattlemen's College, participants are to be treated to an American Quarter Horse Association (AQHA) ranch horse competition Tuesday evening.

The program is to continue Wednesday morning with a keynote

address by Lowell Catlett, who will offer his predictions for the long-range future of the agricultural industry and factors that influence sustainability of beef cattle production. Twenty-three traditional Cattlemen's College sessions Wednesday morning are to feature topics ranging from developing heifers into productive cows to "Beltway Gossip" to new beef cuts. For lunch, participants are to break into groups featuring panel discussions on water utilization and drought management; farm generational transfer, labor recruitment and motivation; heifer and cow management; and financial management and credit availability.

General session keynoters

Sean and Leigh Anne Tuohy, whose lives were chronicled in the bestselling book and film *The Blind Side*, are to be the keynote speakers for Wednesday's Opening General Session Feb. 6. *The Blind Side* tells the story of Michael Oher, a homeless teenager turned first-round draft pick and NFL football player with the support and love of his adoptive family, the Tuohys. Oher, No. 74, plays right tackle for the Baltimore Ravens, who are scheduled to play the San Francisco 49ers Feb. 3 in Super Bowl XLVII.

The current global credit crisis is front-page news around the world. Such momentous change has not occurred for decades, and the cascade of financial trouble has devastated many world economies. Despite this, Stuart Varney, who will keynote Thursday's General Session II, offers a positive take on the economy and describes — with up-to-the-minute detail — the current financial situation and what it means for you, your family and your business.

CattleFax Outlook

The fundamentals that shaped the 2012 cattle markets will have long-lasting effects on the industry. Declining cattle supplies, stronger domestic beef demand and a sluggish U.S. economy continue to affect market prices. Trends that appeared to be improving early in the year deteriorated in recent months — tighter corn supplies and widespread drought. Smaller beef exports and larger imports have affected the beef and cattle markets. Larger investor positions in futures markets and global uncertainty have added volatility to the business. These factors are setting the stage for 2013 and 2014.

In light of these factors, CattleFax is to present its annual outlook seminar Friday morning, Feb. 8. On the agenda are several topics that will shape the market landscape in 2013 and beyond, including

- industry contraction and consolidation;
- factors affecting supply and demand;
- global beef market opportunities;
- grain production and usage;
- energy prices;
- the long-term weather outlook;
- a cattle and beef price outlook;

- industry profitability by segment; and
- issues shaping the future of the beef industry.

Youth events

The 2013 convention is to offer a series of NCBA youth activities sponsored by Farm Credit. Competitions include a youth quiz bowl, a public speaking contest,

a team-marketing contest, and a cattle judging contest, as well as the National Collegiate Beef Quiz Bowl. Open to youth ages 9 through college, the youth competitions are scheduled for Thursday and Friday.

One big trade show

Promising to offer something for everyone, the NCBA Trade Show is

the largest, most innovative trade show in the cattle business. More than 230 exhibitors were to have booths offering the latest in animal health products, animal identification, farm equipment, herd management, real estate and even Western art. New to the trade show this year is the New Holland outdoor display area.

"The NCBA Trade Show sold out in

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record time this year, and we're thrilled to have more than 230 vendors bringing their exciting products and ideas to Tampa," said NCBA Executive Director of Meetings and Events Kristin Torres. "From new products to use on the farm to a reception featuring Florida foods and a live cattle auction, everyone who spends

time at the trade show will have a great experience."

Conducting business

A Demand Outlook session Thursday is to explore the interrelationship of domestic consumer preferences (convenience, safety, value, nutrition and health, and taste)

with issues that affect our industry image and our freedom to operate, while also understanding the impact of global growth opportunities on the domestic market. The session will provide a foundation for creating the 2014 Beef Checkoff plan of work.

Joint Checkoff and NCBA Policy

committees are to meet Thursday and Friday. As approved by beef producers in 2012, checkoff committees are now based on Industry Long-range Plan core strategies and domestic beef-demand drivers. This change reflects a desire for beef producers to be more knowledgeable about all checkoff programs and to ensure strong cross-functional programming efforts by checkoff contractors. This convention marks the first time in many years that committees have looked and functioned differently.

The Federation of State Beef Councils is to host a forum Thursday morning. The 45 qualified state beef councils collect the \$1-per-head checkoff and voluntarily invest in the Federation. Through this partnership, checkoff dollars from the state level are combined and invested to enhance national demand-building programs. The forum is to provide insight into the Federation structure and the demand-building initiatives undertaken through the state/national partnership.

Saturday morning, the CBB and the NCBA are to convene their individual and joint board-of-directors meetings. The meetings allow CBB members and NCBA directors to hear and participate in discussions of all industry issues, yet ensure each organization acts separately on its own business. Typical business includes reports specific to each organization, joint committee priorities and election of 2013 leadership.

The NCBA Annual Membership Meeting will close out the convention Saturday afternoon. NCBA members will have the opportunity to approve or modify new policy on issues approved by the NCBA Policy Division Board of Directors. The meeting will include recognition of the outgoing NCBA President, J.D. Alexander.

This year's convention participants are to hear from industry leaders, gather insight on industry trends, take part in NCBA's grassroots policy process and enjoy Tampa's Gasparilla Pirate Fest, a night full of lively pirates, sounds from the Caribbean Chillers, plenty of local eats and a Cattlemen's Beach Bash featuring the Beach Boys.

"The convention and trade show create a great environment for cattle industry members to come together to network and create policy for the industry," said Alexander.

Look for coverage of the convention online at www.4cattlemen.com, the *Angus Journal's* online coverage site of the event.



Editor's Note: *This information was compiled using preconvention materials and publicity provided by the participating organizations.*