

# Livestock Marketing Council

*Marketing council addresses animal welfare, security.*

by **KINDRA GORDON,**  
*field editor*

Auction market owners were encouraged to remain vigilant in training employees on stockmanship and stewardship procedures at the National Cattlemen's Beef Association (NCBA) Livestock Marketing Council meeting Feb. 5.

"We're hearing more chatter in states that 'anti' groups are watching auction markets," said Dan McCarty, associate director for NCBA's Livestock Marketing Council. He noted that one thing done improperly and captured on video could create a crisis for auction markets and the industry.

Texas A&M Extension specialist Ron Gill made a short presentation to the group, highlighting that he and stockmanship trainer Curt Pate are available to visit auction markets and offer trainings to enhance animal-handling efforts by employees.

He said they specifically focus on trying to improve cattle flow through facilities. Often this is simply changing the placement of people and making minor

modifications to facilities, such as the way a gate swings.

Communication and safety of the workers is always paramount, he added.

He added that with the visibility of an auction market in a community, welfare practices and public perception really need to be considered. "We need to get our act together," he noted.

With new employees often joining auction markets, Gill suggested offering this training regularly is a good idea. He said they also like to hold a producer meeting at the same time, so they are doing their part to ensure best management practices are being used as animals are brought to the auction market.

Another comment made at the meeting called out the increasing number of cattle thefts at auction markets. Owners were encouraged to increase their security and utilize technology like cameras to minimize these thefts.

A brief update on the Eastern Livestock Bankruptcy case was also discussed in the LMC meeting. A lawyer in the audience said he felt the case could be final within the year.



PHOTO BY TROY SMITH

In addition to participating in the Livestock Marketing Council meeting, during the 2014 Cattle Industry Convention Curt Pate (left) and Ron Gill (right) presented Beef Quality Assurance demonstrations on stockmanship under normal conditions and in emergency situations.

NCBA's Livestock Marketing Council gives livestock marketing professionals the opportunity to join and participate in NCBA and the beef industry policy-development process. The LMC focuses specifically on policy, regulations and legislation that impacts the marketing segment of the beef industry. The Livestock Marketing Council functions similar to a state cattlemen's association

affiliate of NCBA and has a seat on the NCBA board of directors and Executive Committee.



**Editor's Note:** This article is part of the Angus Journal's online event coverage of the 2014 Cattle Industry Convention and NCBA Trade Show. You can view the Journal's coverage in its entirety in the newsroom at [www.4cattlemen.com](http://www.4cattlemen.com).