

# Cattle Industry Convention 2013

*Convention offers camaraderie, fun, business and education to cattlemen.*

by **KASEY MILLER,**  
*associate editor*

This February, thousands of cattlemen from across the country will be traveling to Tampa, Fla., for four days of education, networking, beef industry policymaking, fellowship and fun. The 115th annual Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, the oldest and largest convention for the cattle business, will be Feb. 6-9, 2013.

The convention includes joint and individual meetings by five industry organizations: NCBA, Cattlemen's Beef Promotion & Research Board (CBB), American National CattleWomen Inc. (ANCW), CattleFax and the National Cattlemen's Foundation (NCF).

## **CBB and ANCW business**

During the convention, Beef Board members will review and evaluate checkoff-funded programs, including promotion, education, research and information programs to increase demand. Additionally, national checkoff budget priorities for fiscal year 2014 — which starts Oct. 1, 2013 — will be determined at the meeting.

All board members will vote on new 2013 officers, including chairman, vice chairman and secretary-treasurer, in addition to members of the Beef Board Executive Committee and the Beef Promotion Operating Committee. All producers are welcome to observe and participate in the decision-making process for the beef checkoff at the meetings.

The ANCW offers many meetings, dinners, receptions and educational workshops for producers. Feb. 5 will be a day full of committee work, including new ANCW focus sessions. Attendees at the 2nd annual Foundation Benefit Dinner Tuesday, Feb. 5, will hear from a guest speaker and see a retro Western-wear style show. The ANCW is bringing agricultural books and authors to the NCBA Trade Show. A Collegiate Career Fair and President's Reception round out ANCW activities.

## **NCBA trade show and events**

The NCBA trade show will be open from 5 p.m.-8 p.m. Wednesday, Feb. 6; 10 a.m.-5 p.m. Thursday, Feb. 7; and from 9 a.m.-5p.m. Friday, Feb. 8. The trade show will include the

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## **ESAP call for entries**

The 23rd annual Environmental Stewardship Award Program (ESAP) has officially opened its nomination season for 2013. Established in 1991 by the National Cattlemen's Beef Association (NCBA), the program has recognized the outstanding stewardship practices and conservation achievements of U.S. cattle producers for more than two decades. Regional and national award winners are honored for their commitment to protecting the environment and improving fish and wildlife habitat while operating profitable cattle businesses.

Seven regional winners and one national winner are selected annually by a committee of representatives from universities, conservation organizations, and federal and state agencies. The nominees compete for regional awards based on their state of residency, and these seven regional winners then compete for the national award. Candidates are judged on management of water, wildlife, vegetation, soil, as well as the nominee's leadership and the sustainability of his or her business as a whole.

Any individual, group or organization is eligible to nominate one individual or business who raises or feeds cattle. Past nominees are eligible and encouraged to resubmit their application; previous winners may not reapply. Along with a completed application, the applicant must submit one nomination letter and three letters of recommendation highlighting the nominee's leadership in conservation.

The program is sponsored by Dow AgroSciences, the USDA Natural Resource Conservation Service (NRCS), the U.S. Fish and Wildlife Service, the National Cattlemen's Foundation (NCF), and NCBA. Applications for the 2013 ESAP award are due March 1, 2013. For more information and a complete application packet, visit [www.environmentalstewardship.org](http://www.environmentalstewardship.org).

**Cattle Industry Convention and NCBA Trade Show Preview** (from page 132)

NCBA-Political Education Fund (PEF) silent auction, the Stockmanship and Stewardship Corral with live-cattle-handling demonstrations throughout the week, and exhibits for all aspects of beef cattle production.

Other events in the NCBA trade show include a taste of Florida welcome

reception, two lunches, a Florida wine-tasting reception, a fresh-from-Florida break, a Superior Livestock video auction, and a beef and beer reception.

Business meetings include new member and first-timer orientation, federation forum, policy forum, regional caucus meetings, NCBA and CBB joint board

of directors meeting and NCBA annual membership meeting.

**Committee meetings**

Joint committee, subcommittees, and NCBA Policy Committee meetings will happen Friday, and producers are welcome to attend and participate in

decision-making. However, only committee members can vote. To become a member, contact your state cattlemen's association or state beef council.

**CattleFax Annual Outlook Seminar**

The beef industry is changing at a rapidly increasing pace, and the CattleFax Annual Outlook Seminar will help make sense of the many factors that are affecting cattle prices and the beef business. Market topics to be discussed include industry contraction and consolidation, supply and demand factors, global beef market opportunities, grain production and usage, energy prices, long-term weather outlook, cattle and beef price outlook, profit outlooks for the overall industry and by segment, and future issues that can affect the industry.

**Youth events**

The NCBA has several youth contests that offer cash awards open to kids ages 9 through college age. Competitions include youth quiz bowl, public speaking, team marketing, cattle judging, and the national collegiate beef quiz bowl.

**Featured events**

The two general sessions feature keynote speakers to inspire and entertain. Attendees of the opening general session will hear from Sean and Leigh Anne Tuohy, whose story has been chronicled in the book and movie *The Blind Side*.

Stuart Varney will give "Plain Talk on the Economy" and will explain, in layman's terms, what the current financial situation means for families and businesses.

The Best of Beef Breakfast will recognize the industry's most talented producers and partners as they are recognized for outstanding service, dedication and commitment to the beef industry. The breakfast awards ceremony will be emceed by Russell Nemetz, a National Association of Farm Broadcasting award winner, and guitarists and master dancers will provide Latin-inspired entertainment.

The Gasparilla Pirate Fest, Thursday, Feb. 7, will be on the waterfront near the convention center and will provide a night of pirate-themed fun.

The Cattlemen's Beach Bash Friday night will feature an exclusive Beach Boys concert. The Hot Havanna Nights after party will feature the Bellamy Brothers.

An agricultural pre-tour and visitor tours are also available before and after the convention.

For more information about registration prices, schedule, committees and subcommittees, tours, travel and lodging, visit [www.beefusa.org](http://www.beefusa.org).