

March 19, 2010



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CCA Outlines Upcoming Event Details

For those attending CCA events next week including the leadership orientation, PAC 200 Committee Meeting, PAC 200 Dinner, Legislative Breakfast or Ag Day at the Capitol the dates, locations and times are outlined below:

- Monday, March 22 – Local Officer and CCA Committee Leadership Orientation: 11:30 a.m., CCA office, 1221 H Street in Sacramento.
- Monday, March 22 – Cattle PAC Committee Meeting: 4 p.m., California Rangeland Trust Board Room (next to CCA office), 1225 H Street in Sacramento.
- Monday, March 22 – Exclusive Cattle PAC and PAC 200 Dinner: 6 p.m., Chops Steakhouse, 1117 11th Street in Sacramento.
- Tuesday, March 23 – 32nd Annual Steak and Eggs Legislative Breakfast: 6:45 a.m., the Sutter Club, 1220 9th Street in Sacramento (Legislative visits to follow). Paid Parking for Steak and Eggs Breakfast is available at the Priority Parking Garage at 830 L Street.

In addition, California Ag Day at the Capitol will run from 11:30 a.m. to 2 p.m. on the west lawn of the California State Capitol Building. For more information about arriving at these events, contact Chaley Paulson in the CCA office at (916) 444-0845.

USDA’S Introduces Office of Environmental Markets

This week, Agriculture Secretary Tom Vilsack announced the new U.S. Department of Agriculture’s (USDA) Office of Environmental Markets (OEM). The office will work to carry out USDA’s climate and rural revitalization goals by supporting the development of emerging markets for carbon, water quality, wetlands and biodiversity.

“Environmental markets leverage private investments that result in cleaner air, improved water quality, restored wetlands, and enhanced wildlife habitat,” said Vilsack. “These markets have the potential to become a new economic driver for rural America, exactly what we need to support a bold, creative future for America’s farmers, ranchers and rural communities.”

The 2008 Farm Bill’s Conservation Title directs the Secretary to facilitate the development of environmental markets and ensure the participation of America’s farmers, ranchers and forest landowners. As set forth by Congress in the Farm Bill, OEM will work across government and in consultation with experts and stakeholders to build a market-based system for quantifying, registering and verifying environmental benefits produced by land management activities.

CCA will be following the development and activities of this new office to ensure market system that is created is voluntary in nature, along with being accessible and attractive to California ranchers.

ARB Holds Truck Rule Workshops Throughout California

The California Air Resources Board (ARB) has scheduled a series of workshops throughout the state to better educated truck owners and operators about the statewide Truck and Bus Regulation. The workshops will focus on registering farm and ranch trucks under the CCA supported agricultural provisions and educate others on the various compliance options of the rule should truckers be ineligible to participate in the ag program.

CCA has proposed additional dates and locations to ensure all producers have the opportunity to attend workshops including sites on the Central Coast, Northern California and the Imperial Valley. Sites that are currently scheduled are:

Monday, March 22, 1:30 to 4 p.m.	Yuba County Government Center, Marysville
Tuesday, March 23, 1 to 3:30 p.m.	Colusa Industrial Properties, Colusa
Wednesday, March 24, 1:30 to 4 p.m.	Ventura County APCD, Venture
Thursday, March 25, 9 a.m. to 11:30 p.m.	Kern County Agricultural Commissioner Auditorium, Bakersfield

Public Lands Council Announces California Native as New Executive Director

Dustin Van Liew, originally of Woodland, has been named as the new Executive Director of the Public Lands Council (PLC), and Director of Federal Lands for the National Cattlemen's Beef Association (NCBA). Van Liew has been with PLC as a lobbyist since January 2008, most recently serving in the role of interim director.

"Dustin brings a wealth of knowledge and experience to the table, and-most importantly-a passion for this great industry and the people who work in it," said Skye Krebs, PLC president. "He has been an invaluable asset to the association over the past two years, and I'm excited to have him on board in this new leadership role."

In his new position, Van Liew will seek to grow the presence of PLC both in the West and in Washington, D.C., to ensure a profitable business environment for America's ranchers.

Van Liew is the seventh generation to work in livestock and production agriculture. He attended California Polytechnic State University, San Luis Obispo, where he received a bachelor's degree in Agricultural Business with a policy concentration. While at Cal Poly, he was a member of the livestock judging team, competing in contests across the nation. After finishing at Cal Poly, Van Liew moved to College Station, Texas, to attend Texas A&M University where he received a master's degree in Agricultural Economics. His thesis focused on the economics of range management.

"PLC and NCBA have been strong allies over the years, and I'm looking forward to having Dustin at the helm as we continue to build upon this important partnership," said Colin Woodall, NCBA vice president of government affairs.

Tehama County Cattlemen's Association Spring Field Day Set for March 27

The Annual Tehama County Cattlemen's Association Spring Field Day is scheduled for Saturday, March 27 at the Foor Ranch in Vina. This year's festivities include a stock dog trial, stockman's challenge, three-man calf branding and the Herman Daugherty Memorial Working Cow Horse Competition.

Registration for the events will begin at 9 a.m., with the stock dog trial to start at 9:30. Entry fees for the stock dog event are \$50 per contestant, with other contests being \$25 per entry. Belt buckles will be awarded to the winners of these events, with a \$1,000 award given to the winner of the stockhorse division. Contestants by be members of CCA to compete.

Lunch at the event will be provided by Vic Woolery of Vic's Branding Iron in Cottonwood. Lunch tickets are \$15 for New York Steak and \$10 for hamburgers. More information on this event can be found by [clicking here](#).

Tahoe Cattlemen's Association to Host Beef Quality Assurance Program March 27

A Beef Quality Assurance Program sponsored by the Tahoe Cattlemen's Association will be held March 27 at the Lincoln High School Farm at 6001 Williams Road., in Lincoln.

Registration for the two-hour program will begin at 9:30 a.m., with the program set to start at 10 a.m. Registration for BQA certification is \$25 per certification. For more information, contact Stevie Ipsen in the CCA office at (916) 444-0845 or stevie@calcattlemen.org.

Beef Cattle Workshop Slated for April 10 at UC Davis

A one-day producer education workshop designed for both purebred and commercial beef producers will be held on April 10 at the University of California, Davis, Veterinary Teaching Hospital.

Many important but sometimes overlooked practices on genetic selection, cross-breeding, herd health and marketing will be covered including:

- Basic herd management practices and decisions that really work
- Maximizing heterosis with proper cross-breeding
- Fundamentals of niche marketing and rancher experiences
- Herd health practices to increase weaning percentage
- Hands-on demonstration – Assessing animal health
- Hands-on demonstration – Handling calving problems

Speakers will include Nancy Martin, DVM; John Maas, DVM; Jim Reynolds, DVM and UC Extension Specialist Glen Nader. Spanish Translation will be made available for all sections of the workshop.

The workshop is sponsored by the Napa-Solano Cattlemen's Association, Yolo Cattlemen & Woolgrowers Association, UCD Veterinary Medical Teaching Hospital, the presentations will be coordinated by UC Cooperative Extension, East Meets West Veterinary Services, and Cherry Glen Beefmasters. The workshop will begin at 8:30 a.m. and run to 3:30 pm.

Pre-registration is \$20 per person through March 26. Registrations after March 26 and registrations at the door will be \$25 per person. Student registrations, with ID, are \$10 per person. Lunch is included in registration fee. Registration is also [available online](#) (look under "Calendar"), or contact Morgan Doran, UCCE Livestock Advisor at (707) 784-1326, mpdoran@udcavis.edu.

Cattle Fax Weekly Market Highlight
March 19, 2010

The fed cattle market moved sharply higher this week as cattle sold \$2 to \$3 higher. In the North, the bulk of the sales occurred at \$96 live and \$153 dressed, while the South is still negotiating. Moderate volumes were noted. Boxed beef moved sharply higher this week as well as buyers were caught somewhat short inventory. Feeder cattle prices were steady to \$2 higher this week, while calves were steady to \$3 higher. Slaughter cows were quoted primarily \$1 higher. Corn traded a few cents higher on the week.

Help Your Business and Your Industry by Joining CCA Today

Do you like what you see here? Are you interested in participating in these important efforts and receiving additional publications about California's beef cattle industry? If you're not yet a member, you can lend your support by joining the California Cattlemen's Association (CCA) today. CCA is the only membership organization in California dedicated solely to looking out for the interests of ranching families and California's cattle industry.

CCA staff and officers work every day to ensure that our members have a known voice in Sacramento and in Washington, D.C. CCA defends your private property rights; works towards preserving private and public rangeland; protects the health of California's cattle herd; and provides scholarships to help the next generation of ranchers remain in the industry.

Joining this critical effort is simple for cattle producers, landowners and supporters of the industry. Call Stevie in the CCA office at (916) 444-0845 or email requests for membership information to stevie@calcattlemen.org.

This newsletter is a publication of the California Cattlemen's Association.
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