

PICTURED AT LEFT is manager of the Dairy Queen, Jacquie Kinnett with her husband John and five year old son Sam. The Dairy Queen, located at 708 N. Main, shows the new overhang on the drive thru, while at right, Cheryl Murray and Tim Renner remain as the only employees who began when the store opened in 1984, which is highly unusual considering both are students at Wayne State.



Wayne Store open since 1984

DQ Brazier food popular

Up until the last few years, Dairy Queens across the land were noted for the best place around to go get malts, ice cream cones, banana splits and other appealing deserts.

That image still holds, but now the family owned and operated Dairy Queen in Wayne, enjoys the positive feedback they are receiving from their Brazier line.

Jacquie Kinnett, manager of the store since it opened in July of 1984, has witnessed some changes in the Dairy Queen Brazier, and response has been favorable.

"It seems like we add something new to our menu every year," Kinnett said. "We started off by adding our Blizzards, which were a success, and then added our line of frozen cakes and logs."

These frozen favorites are made with a layer of chocolate cookie crunch and rich chocolate fudge, in between a layer of vanilla and chocolate DQ soft serve ice cream, plus decorated with icing.

The cakes and logs come in different sizes and can be made to fit any holiday and occasion.

This month, Dairy Queen will

feature a new sandwich which is also sure to be a hit. "The Ultimate," which features two hamburger patties, also includes cheese, lettuce, tomatoes, bacon and sauce.

Kinnett noted that Dairy Queen tries to make it easier for people ordering food, by offering combination meals. "We have our "Full Meal Deal," and our "basket" meals," Kinnett said.

The Full Meal Deal is the purchase of a sandwich, fry, sundae and a drink for one set price while the basket includes a sandwich, fry and drink served in a very appealing basket.

Dairy Queen's look has not only changed from the inside, but outside as well. "Our decor has changed, and our building has expanded by adding an overhang on the drive-thru," Kinnett said.

Just recently, Dairy Queen changed its corner sign for easier visibility.

The employees at Dairy Queen are largely college students. However, it's the cohesiveness of the employees that give the customer a relaxed atmosphere.

Two employees, Tim Renner and Cheryl Murray, have been with the local Dairy Queen since it opened in the summer of 1984. Renner, a Howells Nebraska native, graduates this month from Wayne State, and will move on.

It is not very common to get college students to work for such a long period of time at one place such as Dairy Queen, but for Renner, the toughest part of his four years at Dairy Queen is yet to come—his good-bye.

"I think the reason why Dairy Queen's employees are so cohesive is because Jacquie (Kinnett) understands the needs of the student and she is very helpful when I ask for time off to pursue my theatre activities," Renner added.

Murray, on the other hand began work at Dairy Queen in her sophomore year of high school. She plans on staying there until she too, graduates from Wayne State.

"The people here at Dairy Queen are like a family," Murray said.

So what's in store for the rest of 1988 for Kinnett and her employees at Dairy Queen? "We are now trying to

push our group birthday parties," Kinnett said.

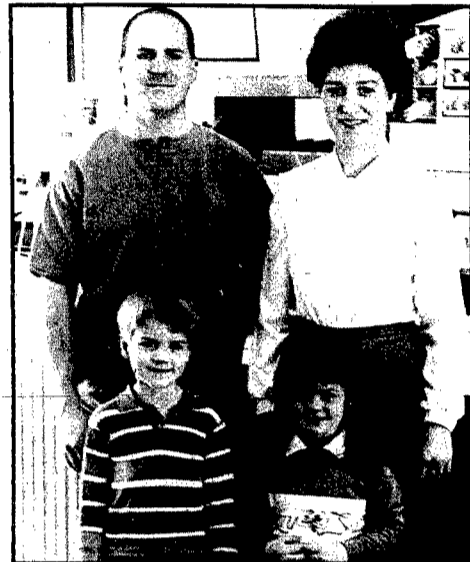
There are two different parties to choose from if you are having a birthday party, and Kinnett adds that age makes no difference.

The first party is the Dairy Queen treat party where everyone plays two party games, makes their own sundae or ice cream cone, or drinks and opens gifts.

The second one is called the dinner party where again there are a couple of party games played and you make your own ice cream cones. But you also get treat meals, which is a sandwich, fry, drink and cone for \$1.75 with the birthday guest eating free.

Dairy Queen will also continue to serve coffee to those bringing their own coffee mugs, for only a dime. Senior citizens will continue to enjoy their discounts with their senior citizens card.

With all of the special deserts, good brazier food, cohesive employees which provides relaxed atmosphere and the added attractions such as cakes, logs and parties, Wayne's Dairy Queen lives up to the motto of "We treat you right."



ASSISTANT MANAGER Sandra Gathje is pictured with husband Rick and children Jon, age 6, and Christina, age 3. Gathje became assistant manager a year ago after being employed for a year. Gathje's duties include keeping the counter running smoothly, and decorating the cakes and logs.

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The Village of Pilger is now accepting applications for Assistant Pool Manager for the 1988 season. The successful applicant must show that he or she has a good work record and that they are dependable in their work habits, water safety instruction, advanced life safety and CPR certification. Application blanks may be obtained at the Village Clerks Office, 220 Main, Pilger, NE. 68768. Persons interested should submit their applications no later than May 20th.

NOTICE OF VACANCY
ACADEMIC RECORDS CLERK, Registrar's Office. Hiring Rate \$926/month, plus benefits. Job description and application form are available to all interested parties by writing to the Logistics Office, Hahn 104, Wayne State College, Wayne, NE 68787, or by phoning 402/375-2200, Ext. 485. Completed application form AND letter of application are due in Hahn 104 by 5:00 p.m., Wednesday, May 18, 1988. Wayne State College is an Equal Opportunity/Affirmative Action Employer.

STAFF ASSISTANT
State Foster Care Review Board is accepting applications for staff assistant in the Northeastern Nebraska area. Duties include case review, board, meetings, letter & recommendation writing, follow-up. Legal, social services, child welfare, or foster parenting background required. Must have excellent written and verbal communications skills. Flexible 30 hr./mo. Occasional evenings or weekends. Some work may be done in home. Send resume to: Foster Care Review Board, P.O. Box 94952, Lincoln, NE 68509. Phone (402) 471-4420. An Equal Opportunity/Affirmative Action Employer. Closing date: 5/16/88.

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NOTICE OF VACANCY
CUSTODIAN II, Student Center. 1:00-10:00 p.m., Tuesday through Saturday shift. Hiring Rate \$862/month plus benefits. Job description and application form are available to all interested parties by writing to the Logistics Office, Hahn 104, Wayne State College, Wayne, NE 68787, or by phoning 402/375-2200, Ext. 485. Completed application are due in the Logistics Office by 5:00 p.m., Wednesday, May 11, 1988. APPLICATIONS WILL NOT BE CONSIDERED UNLESS BOTH A COMPLETED APPLICATION FORM AND A LETTER OF APPLICATION ARE SUBMITTED. Wayne State College is an Equal Opportunity/Affirmative Action Employer. (This is a corrected ad.)

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I WISH TO say thank you to all who sent cards, gifts and phone calls while I was in Marion Health Center. Also thank you to Pastor Wolf and others for their prayers. It was all deeply appreciated. Harvey N. Larsen. M9

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Beef Producers,
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Beef research benefits producers

By Chuck Hackenmiller
Managing Editor

In a research center a few miles outside of Concord, segments of the beef industry are being studied through the expert eyes of specialists and technicians.

What will it take to efficiently increase cattle rate-of-gain? What feed nutrients must be provided to assure a healthy animal, and will it meet the increasing demands of today's consumers? How large a role does the environmental factors play in the raising of beef?

Dr. Terry Mader of Wayne, beef cattle specialist at the Northeast Nebraska Research and Extension Center near Concord, has dedicated his efforts toward finding answers to these and many other questions about the beef industry.

The research center is affiliated with the University of Nebraska-Lincoln. Specialists work with producers in a 13-county area in northeast Nebraska.

"Most of the specialists here devote about half of their time to extension activities. The other half is devoted to research activities more applicable to producers," said Mader. Mader's primary interest is the cattle feedlots. "Our two principal activities are growing cattle and finishing cattle," he said. Generally, the beef unit at the research center keep 500-600 head on hand. Presently, there are about 300, placed in pens of 8 to 12 head. There are approximately 40 cattle pens at the research center.

"When we get to making actual measurements, the most important thing we can have is what we call experimental units. One pen is considered an experimental unit," said Mader.

"The more pens that you can have for your study, the more accurate your test is and the more reliable your measurements are because you have been able to devote more resources to finding the answers to the questions," he added.

MADER, who has been at the research center for nearly seven years, said the major thrust of the beef research activities deal with about four or five different areas — one of them being the effects of shelter and environment on feedlot cattle performance over the different seasons, and how that may affect the cattle depending on the time of the year and the weather conditions.

The cattle are housed in three different facilities — or feedlots — that are located in three types of areas. One area has an overhead shelter, another has a set of pens near a windbreak from northwest winds, and another section of pens is exposed to most of the weather elements.

MUD CAN BE one of the most detrimental factor to beef producers.

"Cows producing newborn calves would receive the greatest benefit from windbreaks. Anytime you have a wet or small animal subjected to high wind chills, they have only an hour or two before they succumb to the weather elements," said Mader.

Another research project at the Concord center, he said, is in the area of silage additives — primarily bacteria inoculants.

He said adding a level of bacteria to silage and high moisture corn assures good fermentation of the forage.

"This has the most direct application to the producers in this area, because we are a surplus forage area," said Mader.



TERRY MADER, beef specialist researches the effects of the environment on the cattle in an 'open pen' at the center.

The third area being studied is the utilization of alfalfa crops such as alfalfa hay and alfalfa silage.

"They can be quite different in terms of feeding value. Hay is a roughage source and tends to be a better protein source, allowing protein to be utilized at a slower rate in the digestive system," said Mader.

More yield because of less leaf loss makes alfalfa silage a greater quantity for protein. "The quality of protein is in alfalfa hay and the quantity is in alfalfa silage," he said.

One relatively new area which Mader and his staff of technicians are studying is the effects of probiotics. "That's a product that has come about in the last five years, primarily to be used with stress calves," Mader said. "Probiotics [a lactic acid-producing bacteria] may work in some situations as a substitute for antibiotics. It tends to improve the overall well-being of the animal," he said.

CATTLE AT THE research center are checked routinely. There may be a steer or steers that have the symptoms of being a sick calf. "We pull him, get a temperature and give them an antibiotic and a dose of probiotic. It helps to get their digestive system in normal functioning order," said Mader.

"This is one area we'll see more and more research simply because of the interest in producing livestock with less-additives, less antibiotics," he added.

He said the diet health issues and the consumer acceptance of the meat products is most critical, and the beef referendum helps address some of those issues in presenting both sides of the story.

THE USDA AND FDA have been pressured by consumer groups to insure that beef producers are maintaining a good healthy food supply to the consumer. "The FDA and the USDA have demonstrated a fairly good feed-

back to them that they are effective in doing this," said Mader.

He said children are required to have immunization shots. When children are ill, they are expected to see a doctor and get something to treat the illness.

"You've got to expect the same for our livestock, for humane reasons if not for something else," said Mader.

Is there abuse of antibiotic treatment? "The abuses are minimal simply because of the cost. You can't afford to feed excess amounts of antibiotics or feed additives. So you want to do the least you can to get by," he answered.

"I think that is what we fail to get across to the consumer. From the standpoint of the animal welfare and animal rights issue, I think that we are doing an excellent job," said Mader.

Mader considers the research conducted at the Northeast Nebraska Research and Extension Center as very beneficial to small farm operations in the area.

Smaller beef producers do not have the opportunities, the time or the financial resources as larger operators to do some experimentation. "This is where we come in. A lot of people may think that we just service the large corporate entities and we do their product testing," said Mader.

"I strongly disagree with that. I think our function is to do some of these product testing or looking at alternative types of agriculture for the small producers," he said.

THE EMPHASIS, he said, is to look at maintaining a farming entity that's made up of a strong type of farming business (such as the family farm) as opposed to a corporate business.

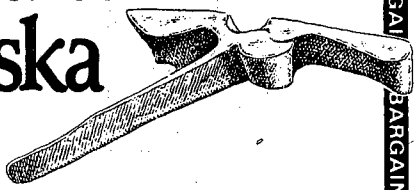
Mader said the research facility in Concord is one of the smallest research centers in Nebraska when compared to staff members.

See RESEARCH, page 4

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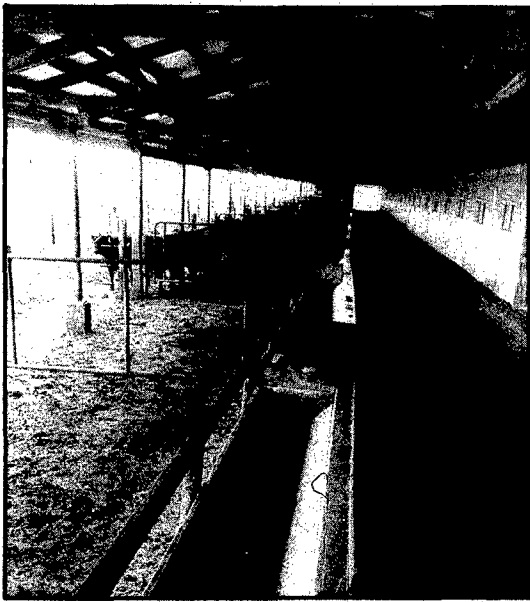
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BUNKS IN THE sheltered environment area at the research center will be filled with feed. Tests are made on the effects of feed additives.

KEVIN HEITHOLD, technician with the beef unit at the research center, gets ready to feed high moisture to the cattle.



These Area Financial Institutions Are Behind The Beef Producers of America



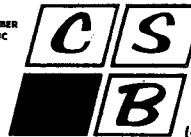
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BEEF MONTH



May is beef month

Recognized as a key industry in the states economy, May has been designated Nebraska Beef Month.

The beef industry contributes over \$4 billion in farm sales to the economy. Combined with the packing industry, beef represents over 16 percent of the state's economic activity. Nebraska has 35,000 beef production operations in the state that provide a host of jobs on and off the farm. And, beef is one of the few ways Nebraska can "harvest" protein from its many acres which are unsuitable for growing crops.

Every county in Nebraska has at least 15,000 cattle. Only four counties have more people than cattle: Douglas, Sarpy, Lancaster and Dakota.

Beef provides a number of important nutrients. Known to health and nutrition professionals as a 'nutrient-dense' food, beef has

a large number of nutrients for a relatively small number of calories.

Beef also has become much leaner in response to consumer concerns over fat and calories in the diet. A 1987 study conducted for the American Meat Institute revealed that Americans consume 26 percent less fat from meat than they did just 10 years ago. Other industry research shows ninety percent of retailers now offer closely trimmed meat cuts. And through new breeding and feeding techniques, beef producers are able to offer a leaner product without sacrificing tenderness, taste or juiciness.

Nebraskans enjoy beef, too. A study conducted last year by SRI Research Center showed Nebraskans prefer beef over other meats when considering convenience, cooking variations, and cooking enjoyment. The average Nebraskan serves beef at least four times per week.

Research

(continued from page 2)

However, one advantage is that the center's proximity is near Lincoln, so the specialists have better access to laboratory facilities.

"We essentially, as far as our relationship with Lincoln faculty and research staff, tend to be more concentrated on intensive farming," he said.

Mader's said his duties include designing the research studies and work with the three technicians among the beef unit. "I'm responsible for buying the cattle and making sure the feed gets where it is supposed to be," he said.

"Primarily, my emphasis is on nutrition and management," he added.

One technician is responsible primarily for getting the data collected and weighing the

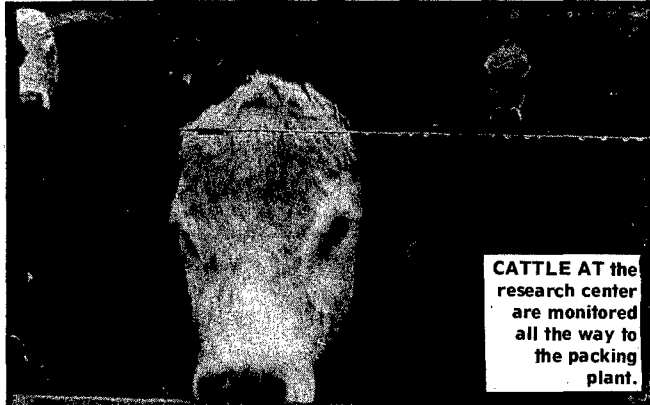
cattle [done every 28 days], getting the data on the computer and getting the statistical analysis of the data.

The other technician's responsibilities include feeding and caring of the cattle. Another part-time technician assists in the beef unit operation.

THERE ARE many advantages to raising cattle in northeast Nebraska, at least at the present time. Mader said there has been tremendous growth in the feedlot industry from people who are really serious about staying in the business.

"I think we're sitting in an ideal situation because of our supplies of grain. And we have a good roughage supply too, which is a cheap source of protein.

"You take alfalfa and corn — well, you really can't beat that combination," Mader said.



CATTLE AT the research center are monitored all the way to the packing plant.

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Winside, Nebraska

What does it cost to produce beef?

By Dan B. Lutz
UNL Dept. of Ag Communications

What does it cost to raise steers and heifers that are converted into beef cuts on dinner tables? And what portion of the costs along the food chain are borne by the producer and others who handle, market, process and retail beef from conception to consumption?

It is difficult to come up with pat answers, economists and animal scientists say, but a look at production cost budgets for cow-calf operations — the beginning of the market path — and figures compiled by the American Meat Institute and the U.S. Department of Agriculture give some idea of relative costs.

Based on 1988 cost estimates compiled by Dick Clark, University of Nebraska-Lincoln extension economist at North Platte, net costs per calf available for sale by a producer are \$417.71.

The figure is calculated for 475-pound heifers and 500-pound steers. Because of differences in performance and growth rates of heifers and steers, the figure is based on a mix of 64 percent steers and 36 percent heifer, with a weighted average of 490 pounds.

An additional cost of \$219.04 for wintering and summering calves as described would be incurred by the time a calf would be available for sale to a feedlot in October.

The total cost of a feeder — a 750-pound steer and 735-pound heifer — would be \$636.75, according to Clark's figures, making a break-even price of \$84.79 per hundredweight necessary to realize positive returns.

CLARK USED A number of assumptions to construct the production budgets:

—A 400-cow operation on owned land, with no land debt.

—The Range provides .7 animal unit per month per acre. A mixture of native meadow and upland hay would yield an average of .9 ton of forage per acre.

—Land is valued at \$80 per ton for range; \$100 per acre for upland hayland and \$250 per acre for subirrigated native meadow. Six percent rate of return is imputed to the land.

—A 90 percent calf crop is assumed at weaning time. Twenty percent of cow numbers are retained as heifers; 16 percent of brood cows are replaced each year.

—Bulls are retained for four years; each bull services 25 cows per year.

—Of 280 calves available to sell each year, 180 steers are sold at 500 pounds; 100 heifers at 475 pounds.

Hay costs are based on cash costs. Other costs reflected are real estate taxes, machinery fixed costs and return to land.

—One animal unit per month of winter grazing is provided from range and the rest from aftermath grazing of hayland. AUM cost primarily reflects costs of fencing and water repair plus some labor of checking cattle.

The cow-calf cost of \$417.71 includes total costs per cow of \$379, reduced to a net cost of \$292.40 by sale of cull cows (old or unproductive cows) and cull heifers.

Costs include variable cash costs and fixed cash costs. Variable costs included such inputs as hay, protein, grain, salt and minerals, veterinary and medicine costs, marketing of cull animals and buildings and equipment.

Fixed costs included real estate taxes and interest on all cash costs, labor and a number of other items, including interest on the average value of females, depreciation on

the value of the bull, death loss of females, overhead and management and return to the land.

THE BREAK-EVEN cost can be lowered if the producer is willing to take less for his labor, or accept less return to management or to the land, Clark pointed out, and in many situations this occurs, to the point that labor may be virtually donated.

Costs and nutritional value of hay, stalk pasture and summer range, larger than normal animal health costs, inordinate death losses and increases in taxes all can influence the equation and result in variations in net cost figures, and therefore returns, Clark emphasized.

"Every operation is unique, so this type of budget is really only a guide to what may be expected. However, it is useful in looking at management practices and at various factors affecting profitability," Clark said.

Production costs are brought into perspective when a breakdown of the meat packer's sales dollar is examined, in statistics compiled by the American Meat Institute and the U.S. Department of Commerce.

For 1986, for instance, the costs of livestock—animals purchased for slaughter—accounted for 87.3 percent of the sales dollar. This proportion of the sales is about the same today, according to UNL extension meats specialist Dennis Burson. The 87.3 percent figure applies to beef, while the comparable figure is 65 percent for hogs.

THE HIGH COST of the animal plus other expenses decreases that the packer must rely on a high volume to achieve profitability, which in 1986 represented net earnings after taxes of only .8 percent on sales. Other operating and labor expenses for packers

was 11.3 percent, leaving earnings before taxes at 1.4 percent.

A look at the farmer's (beef producer's) share of the retail price of beef, as of the second quarter of 1987, was 61 percent. This figure varied from a low of 50 percent to the 61 percent over a period from 1980 to 1987, according to data compiled by USDA's Economic Research Service.

Approximately 2.4 pounds of live animal are needed to produce 1 pound of retail cuts. The value difference between 2.4 pounds of live animal and a pound of retail cuts during the second quarter of 1987 was 95.4 cents. Of this 95.4 cents, 8.3 cents represented the spread from the farm value to the carcass value and 87.1 cents was the spread from carcass value to retail value.

When the carcass reaches the retail level through separate cuts displayed at the meat counter, it had a price of 243.2 cents per pound (\$2.43.2 cents a pound) in the second quarter of 1987. The retail price was estimated weighted-average price of retail cuts from choice grade, yield grade 3 carcasses.

The retail price varied from a low of \$2.26 per pound in May, 1986 to a high of \$2.49 in June, 1987.

The producers percent of the retail cuts of beef is much higher than that allocated to the grain producer relative to the finished product — a loaf of bread. Only a few cents of a loaf of bread is attributed to the small amount of wheat contained in the loaf; the balance is assigned to transportation, marketing and processing costs.

Like the meat packing segment of the marketing chain, retail stores depend on high volume and a small markup per unit sold to achieve a low per unit profit margin.

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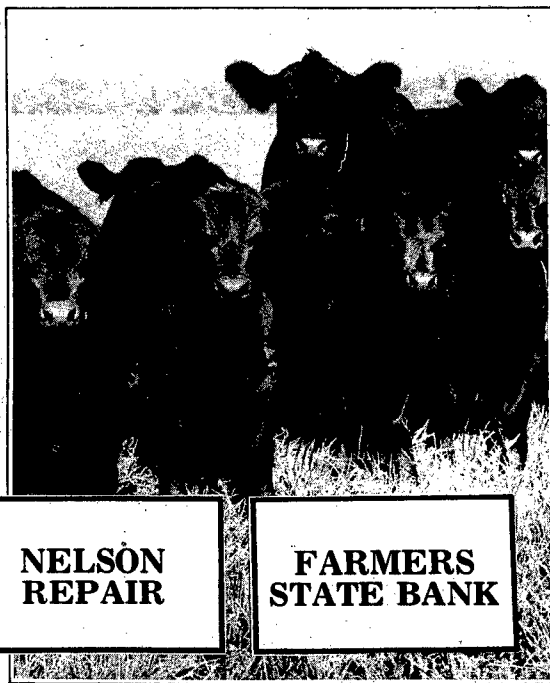
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Logan Ltd. upkeep is boost to economy

By Kevin Peterson

You do not have to look far into Logan, Ltd. Feedyard to see that it is a positive boost to the economy of the area.

The 180-acre based feedlot, located about six miles north and one mile west of Allen is home to approximately 16,500 cattle on the average, year around. And the cattle are not all Nebraska cattle.

In fact, during the summer months, Logan Ltd. Feedyard stocks cattle from Texas, Oklahoma and Kansas with an occasional load from Virginia and during the winter months, North and South Dakota along with Montana cattle find the northeast Nebraska based feedlot to their liking.

Logan McClelland owner, and Gary Gregg, manager of the feedlot, say the capacity of the feedlot is 18,000. "Nebraska is the second largest cattle feeding state in the country," Gregg said. "We as a commercial feeding company take the cattle in from farmers when they weigh between 500-800 pounds, and when the cattle head to the market, they will weigh approximately 1100-1200 pounds."

"The amount of time it takes for the cattle to gain the weight ranges from 120 days to about 200 days depending on how much they weigh when they are brought in," Gregg said.

In a way, commercial feedlots such as Logan Ltd. are like a motel. The owner of the cattle sends them to the commercial feedlot and the owner pays for the feed and a daily rate for keeping them at the feedlot.

After they are finished at the feedlot, they are ready for market. Logan has 18 employees which oversee the operation and McClelland noted that someone is at the

plant 24 hours a day.

"One of the major advantages to having a commercial feedlot is that we have the opportunity to feed more efficiently and sometimes we can even get the ingredients to feed the cattle at a cheaper rate with the bulk amount we have to buy," Gregg said.

Gregg also noted that they can market the cattle easier because they deal with buyers everyday. Incidentally, it takes between 4000-6000 bushel of corn a day to feed the cattle. It also takes between 20-25 ton of alfalfa hay per day to feed them. All of the corn and alfalfa hay are locally bought within a 30 to 40 mile radius which is a boost to the area economy.

MCCLELLAND NOTED THAT LOGAN LTD. will use about two million bushel of corn this year and 9000 ton of hay.

"There are about five major market buyers in this 150 mile radius," McClelland said. One of the biggest, Iowa Beef Packers, (IBP), is estimated to slaughter approximately 5000 cattle per day.

Once the cattle are brought into Logan Ltd., they are vaccinated and then put on a starter program which is a high roughage ration.

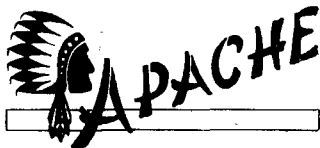
Gradually, they increase the corn and decrease the roughage until they are ready to go onto the final rations. In the confinement area, there are approximately 125 cattle per pen with a total capacity at Logan Ltd. of 3000.

From the confinement pen, the cattle are shipped to market.

With a \$25,000-30,000 a month expenditure rate on salaries and etc., plus a \$15,000 a month on upkeep, it's easy to see how the commercial feedlot of Logan Ltd. is important to the economy.



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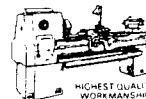
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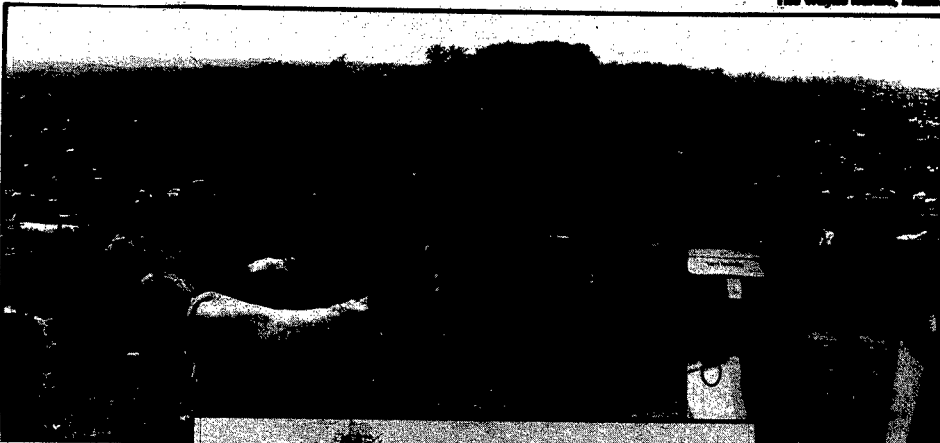
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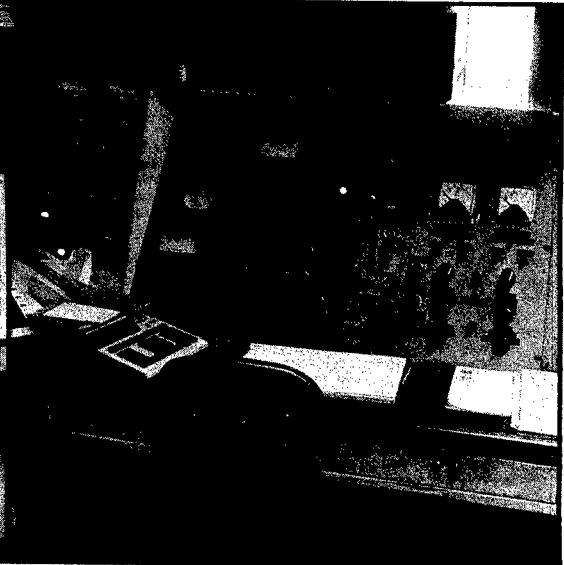
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AS YOU LOOK out over the pens at Logan Ltd., it's cattle for as far as the eye can see. The feedyard currently sports over 16,000 cattle. Below, is the control panel of the feed mill. This computer operated device mixes the ingredients and is constantly manned by an employee when in operation.

LOGAN LTD. operates with two of these feed trucks. Each of the trucks is equipped with a scale which shows how much feed they are dumping in each pen.



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Letters

Fighting for survival

For beef producers, it's all coming down to a fight for survival. After years of beef-bashing by consumer activists, beef producers now realize that their only choice is to fight back.

It's not a fight that the beef industry wanted. But when a misinformed minority suggests that beef is not healthy or that it has somehow become an old-fashioned food, it's a fight the industry must accept. For beef producers, the time has come to fight back with the facts.

For the first time in history, all beef producers have pulled together to support the Beef Checkoff. Not only are people from all parts of our industry supporting the Checkoff, they're running the program. A 113-member Beef Board plans and operates this highly successful program.

Continuation of the Beef Checkoff has already been endorsed by most major national and state farm organizations, including the Nebraska Livestock Feeders Association.

Vote yes on check-off

Beef Producers across the nation have a very important decision before them May 10 at County Extension offices. Should the \$1 per head Beef Checkoff be retained. It is essential that cattlemen VOTE "YES". This may be one of the most important things you have done for the future of your Beef Industry business in a long time.

This program is fully producer controlled. We pride ourselves on being independent and this program is controlled by our peers who volunteer their time at the state and national levels to keep the program on track. These board members are never more than a call away if we have comments or suggestions.

Any program needs administration. But this program is mandated to keep administrative costs lean — never more than 5 percent. That means nearly every penny goes directly for promotion and research.

I honestly can't think of a more fair, or simpler method of assessment. One dollar paid by every producer using this industry to make a living is not much to ask. Even importers are required to pay on a per-head equivalent basis. Violators can, and should be penalized to maintain the integrity of the program.

There is absolutely NO provision in the law for the amount to be increased. Not by the

What the Checkoff is about is changing consumer attitudes towards beef in order to increase consumption and demand in the short-and long-term. When an industry decides to promote itself, it can mean more profits for everybody.

We've all seen the advertising. But what we may not see is the heavy investment in beef research, the educational campaigns for doctors and nutritionists on the positive values of beef, and the informational material that is bringing positive media coverage about the health and nutritional benefits of beef.

On May 10, all beef producers can vote at their County Extension Office in a referendum on the future of the Beef Checkoff. It's our program, and I urge everyone to take the time to vote, and vote YES.

—Donovan Yoachim, President
Nebraska Livestock Feeders Association

Cattlemen's Beef Board. Not by the USDA. As long as this Act is in effect, it's \$1 per head.

The only purpose of USDA is to make sure the referendum is conducted fairly and that funds are not spent for purposes other than what they are intended (i.e. lobbying). This program is a producer program and USDA will assure it stays that way.

The bottom line is that the program has recorded some extraordinary results in its few years it's been in place. Attitudes are improving, many consumers are coming back to beef, and we believe the downward production trend over the last decade has been halted.

The beef checkoff is the right program at the right time we must vote to retain the checkoff at County Extension offices May 10. For those who may disagree with our thoughts, I ask "Can you come up with anything better?"

We encourage each and everyone of you Beef Producers to vote YES for the Beef Referendum. We sincerely believe this program will be the best thing we can do for the future of our product BEEF!

Sam and Anita Drinnin
Area Chairpersons,

Beef means business

Nebraska once was called the 'Beef State,' and perhaps it still should be. Beef represents the largest segment of the state's largest industry—agriculture.

Annual farm receipts from the marketing of beef animals reached an all-time high of nearly \$4 billion in 1987 according to the Nebraska Agricultural Statistics Service. That's half of the total receipts from all of Nebraska agriculture last year. Cattle were produced on 35,000 farms and ranches. It is estimated that two-thirds of Nebraska farms have cattle.

Nearly 1.65 million calves were born last year in Nebraska, sixth in the nation. And 4.9 million head of fed cattle were marketed in 1987 which is second only to Texas.

Nebraska's cattle feeding industry has shown consistent growth over the past 25 years. It set monthly records 8 times in 1987 for the numbers of cattle on feed and tied an earlier record in two other months. The record setting trend has continued into 1988. Some believe Nebraska could soon feed more cattle than Texas, which would further boost the industry's economic impact. Nebraska was the largest feeding state in the nation in 1981-1983, and most economists believe Nebraska's water, feed, geography, climate

and packing industry will continue to stimulate growth in cattle feeding.

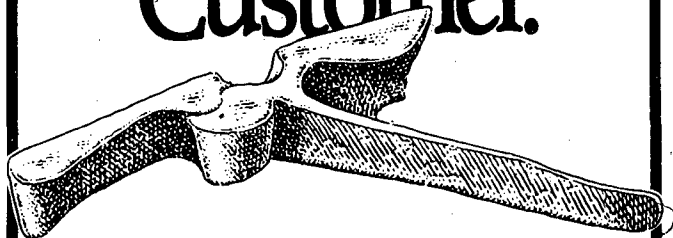
A SHIFT TO Western Nebraska has occurred in the feeding segment. Once conducted primarily in the northeast, it since has become uniformly conducted in 9,400 feedlots across most of the state.

Additionally, for every job on the farm or ranch, USDA estimates there's an additional six jobs in related supply and processing industries. The packing industry in the state, for instance, adds an estimated \$500 million to the value of Nebraska-produced beef and 9,300 jobs according to the American Meat Institute. This doesn't include transportation, processing or merchandising.

The beef production and packing industries contribute significantly to the state's economic activity. University of Nebraska's Bureau of Business Research estimates 1987 Gross State Product at \$28 billion. Farm receipts from beef production and the added value from packing operations in Nebraska represent over 16 percent of the state's economic activity.

Loosely translated, the relative impact of the beef industry to the paycheck of Nebraskans is more than the average family spends for food.

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Livestock Feeders queen Spreading the good word about beef

By LaVon Anderson
Assistant Editor

From passing out ribbons at county fairs to speaking engagements and distributing information and samples, 17-year-old Mollie Greve of Wakefield is determined to get the word out — "Eat beef, it's good for you."

"Today's new beef is different," says Mollie, who a year ago was elected the Northeast Nebraska Livestock Feeders Association Queen.

"Today's beef is lower in fat, lower in calories and lower in cholesterol than ever before."

DURING HER year-long reign, Mollie has set out to clear up some of the biggest misconceptions associated with beef — that it is high in calories and cholesterol.

Mollie points out that a three-ounce serving of cooked lean beef provides only 192 calories.

And for those concerned about cholesterol and saturated fats, less than 48 percent of the fat in beef is saturated, and a three-ounce serving contains only about 73 milligrams of cholesterol.

A joint agreement with the American Heart Association (AHA) and Nebraska Beef Board states that while a person should exercise variety and moderation in their diet, 5 to 7 ounces of lean red meat daily prepared in accordance with AHA's dietary guidelines, can be part of a heart-healthy diet.

"Beef is nutrient dense," stresses Mollie. "Beef provides many vital nutrients with relatively few calories, and beef is also a good source of protein, iron, zinc and B vitamins."

MOLLIE, WHO represents the Northeast Nebraska Livestock Feeders Association in Wayne, Dixon, Dakota and Thurston Coun-

ties, said she is more than happy to make personal appearances and spread the good word about beef.

In addition to representing the Northeast Nebraska Livestock Feeders Association at their state convention last November and at the Beef Barbecue Pit at the Nebraska State Fair, Mollie also distributed beef show ribbons at county fairs and has made several appearances throughout the area in which she distributes beef samples and information.

During May, which is National Beef Month, the livestock feeder's auxiliary is sponsoring coffees for both the Wayne Area Chamber of Commerce and Wakefield Community Club.

Although she will be unable to attend the Wayne coffee, Mollie will represent the association when the coffee is held in Wakefield.

She also is scheduled to speak during May at the Wakefield Senior Citizens Center on "Beef and the Heart."

MOLLIE, WHO WILL graduate May 15 from Wakefield High School, is the daughter of Art and Mae Greve who farm and raise livestock southeast of Wakefield.

Following her high school graduation, Mollie said she plans to attend the University of Nebraska-Lincoln majoring in agribusiness.

"The beef industry was down in the dumps for a few years," said Mollie, "but now we see it growing once again."

Mollie credits that growth to the Beef Checkoff, national advertising promoting the goodness of beef, and education.

As the Northeast Nebraska Livestock Feeders Queen, Mollie said she will continue to spread the word — "beef is healthy, safe, nutritious and delicious."



Mollie Greve

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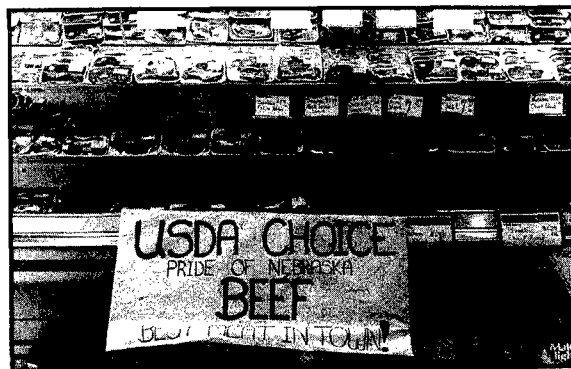
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Exporting U.S. beef requires careful packaging, shipping, and inspection

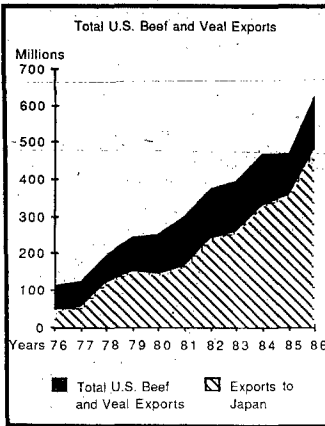
It's no easy task preparing beef products for export to other countries, according to Mark Gustafson, vice president for the U.S. Meat Export Federation. It requires careful packaging, shipping, and inspection to complete a sale.

Yet, a record 178,590 pounds of beef and veal products valued at \$622 million left the country in 1986, two-thirds of it headed for Japan.

In order to ship beef to other countries, "Details on the contract and money situation must first be resolved", explained Gustafson.

Beef is then cut to contract specifications and a USDA documentation process is begun. "Anything that would pertain to the wholesomeness of the product must be assured by USDA," Gustafson explained. A series of check points, including inspection and sampling of the actual shipment, are completed.

Beef is then commonly flash frozen in a chiller at temperatures near -30(F) degrees and placed in refrigerated container which



are directly loaded into ships. Refrigerated units are operated by generators from the ship's power source to maintain beef's frozen state.

IF THE BEEF IS destined for Japan, it leaves the West Coast and arrives at Japanese ports in nine days. "After the health papers are checked and it clears customs in Japan, it then can be distributed," Gustafson continued.

Gustafson said freight rates to Japan are just 10-13 cents a pound "obviously because everything comes this way and they're begging for freight to come back," he asserted. Rates to Europe are about 17-20 cents a pound, and 25-30 cents to the Middle East. But they vary greatly with supply and demand for shipping vessels.

Japan's average beef consumption is one-seventh of that by Americans and recent surveys have shown great potential for increasing U.S. beef sales to Japanese consumers. It is expected that 200 U.S. meat shops will open in Japan this year.

Beef has been exported from the United States since the 1950s and 1960s but were limited to beef by-products until recently. Explaining that more sophistication is entering into meat exporting, Gustafson believes, "We've really just started getting higher-quality beef products in the export market."

"We are a niche market country. We dominate the hotel and restaurant trade because we have very high quality, palatable product. But it's very costly," he said.

Gustafson conceded the United States is one of the smaller beef exporting countries while Australia, Brazil, South America and Europe possess most of the market. "In some instances European beef is only 25-50 cents per pound," he related, "And we can't compete with this."

Gustafson also mentioned that beef imported into the U.S. is inspected similarly to the stringent procedures for exported beef. He says a border control inspection could replace source inspection with Canadian beef trade as part of the free trade agreement with Canada.

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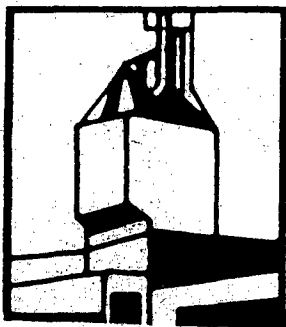
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Nebraska beef production

History dates back to before state was settled

Beef production in Nebraska played a central role in development of the state dating back to before Nebraska was settled.

The first wagon trains on the Oregon Trail and travels of Lt. John C. Fremont in 1842 were led by a team of oxen. Being of the 'bovine' or cattle species, these work cattle led the wagons over the 'Nebraska,' a name given the Platte by Otoe Indians which meant 'shallow river'. Through most of the 1840's and 1850's the majority of the inventory was work oxen—12,820 head in 1859, according to Nebraska Auditor's reports.

The present day beef cattle industry has its roots in Texas. Spanish 'Longhorn' cattle were brought into Texas from Mexico as cattle were easily raised there. Moving cattle northward became a marketing decision. Cattle in Texas were reportedly worth 10 times more from Iowa to the east where beef was in demand. The traditional cattle trails to the north and east were shut off during the Civil War, which moved the trails directly north of Texas. Some of the first shipments to reach the state from Texas were sold at Brownville, Nebraska City and Omaha.

They were also moved northward in a practice believed to be established in 1846 by Edward Piper of Ohio. He sought to move cattle into the Plains to feed them to market weight on the bountiful grasses and feed grains. This reportedly stimulated rapid expansion of corn production in the region.

Most Nebraska cattle operations began as 'road ranches,' a business of replacing trail-weary cattle with healthy ones from small herds as Texas drovers would pass through. Ranchers would tend to the tired cattle, send them with the next load, and profit on the dif-

ference in price. Road ranches were common along the Platte Valley and Eastern portions of the state before, during and after the Civil War. By 1864, they dotted the cattle highways. The practice grew more prevalent when the Chicago Union Stock Yards opened their doors on Christmas 1865, to serve as a marketing gateway to the north and east.

BY THEN, J. W. Iliff had established his own herd on land in the Western Platte Valley. So had Edward Creighton, builder of the first transcontinental telegraph and Omaha's pioneer millionaire. And soon after, R. C. Keith from North Platte had purchased 1,000 Texas cattle, spreading the industry to new and untouched resources. And settlers on the Elkhorn river near Fremont also established herds. Several bonafide cattle ranches were being created, primarily in the Western Panhandle, in areas protected from the Indians by area forts. Much of the early market was to the government to feed Indians living on Nebraska reservations.

Several impediments slowed the growth of cattle herds in Nebraska. Indians often raided settlements. Wild bison inhabited much of the land and needed to be removed in order to save the lush grasses for the more desirable cattle. Grangers (settlers) and ranchers often were at odds about the conversion of range to cropland.

A dispute between Kansas Pacific Railroad and Texas ranchers over rates at a shipping point in Abilene, Kansas, helped Nebraska become the shipping point for cattle driven north from Texas destined for Chicago in the 1870's. Both Columbus and Schuyler wanted the shipping point. But

since Schuyler was located on the upper end of the convenient Blue River Trail, it won out and was called Nebraska's first 'cow town.' Its population jumped from 100 to 600 in a matter of months.

Settlers in the region soon invoked the recently passed Nebraska Herd Law (1871) which, at the country's option, required restraining of cattle from wandering at will. That action shifted the shipping point to Kearney, North Platte, and later to a lively and hospitable Ogallala in 1873. The Keith County community represented the end of the Western Trail leading north from Dodge City, Kansas. Over 100,000 head were shipped to Ogallala in 1876 and the business continued into the mid-1880's when Southwestern counties also invoked the Nebraska Herd Law. The presence of Texas fever, a disease from ticks on Texas cattle, threatened domestic animals and Cheyenne then became the main shipping point.

The Nebraska cattle industry expanded greatly in the 1870's, especially along the upper parts of the Elkhorn River in Holt County and the Republican Valley in southwestern Nebraska. But the Sandhills remained undiscovered for cattle herds until 1879 when Frank North took his herd straight from a roundup at Blue Creek to his home on the Dismal River. Much to his surprise, 30 miles later he found a lake and 700 cattle healthier than the ones he purchased.

MORE SUCCESS WAS found in the Sandhills by the Cody-North ranch. A winter blizzard in 1880-1881 took many Platte Valley cattle, leaving the Sandhills herds unharmed. This further convinced cattlemen that, as

writer James Olson put it, "...they were overlooking the best range in the West." Rapid Sandhills ranching development occurred in the 1880's which was greatly enhanced by a new Burlington line headed east.

Nebraska Auditor's Reports show 1884 inventory of cattle had already reached one million head. Two million head were present by 1900. And the industry had nearly three million head before a number of factors, including several fierce blizzards, forced reductions in number.

Fencing abuses led to a federal law making it illegal to fence public lands. The law went untested until President Teddy Roosevelt brought charges on Bartlett Richards and William G. Comstock, heads of Nebraska Land and Feeding Company which included over 500,000 acres of land in Sheridan, Box Butte, and Cherry Counties. They pleaded guilty in 1905 and were fined only \$300 as they promised to take the fences down.

The history of the Nebraska cattle industry dwells on both feeding and ranching operations, much as it remains today. While the ranching industry is a significant factor in Western Nebraska, the feeding industry has grown substantially over the past 40 years throughout the state. Nebraska now has 56 million head of cattle on inventory. And it feeds three times as many cattle as are produced in the state.

At least one tradition has withstood the test of time. A spring roundup, now a branding to give calves an identification, is still being conducted on many western Nebraska ranches.

Nebraska Cutlery

In Nebraska, the beef is so tender we're giving our knives a little vacation.

Imagine sliding your fork through tender beef, through the juicy pink of medium rare. Then sink your teeth in and let your tastebuds take over.

Enjoy the great taste of beef. So tender. So delicious. No matter how you slice it.

Beef. Real Food For Real People.

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