JULY/AUGUST 1994

FOUNDATION BEEFMASTER ASSOCIATION

100 LIVESTOCK EXCHANGE BUILDING
4701 MARION STREET
DENVER, COLORADO 80216

Volume XXIII, No.VII

FOUNDATION FACTS

VOTE FOR CATTLEMEN IN CONGRESS

Dear FBA members,

Our Foundation Beefmaster Association is one of 28 cattle breeds affiliated with the National Cattlemen's Association (NCA). As an affiliate, we have a vote on all NCA issues. We also have an NCA/PAC (political action committee) yearly goal of $1000, which is based on our total cattle inventory.

One-third of the U.S. Senate and the entire U.S. House of Representatives are up for re-election this year. The cattle industry cannot afford to lose any of our supporters in either body.

Congressman Bob Smith (R-OR) explained to NCA why it is so critical to have a well-funded PAC in Washington. He informed members at the convention that NCA/PAC is the most important part of NCA. He said PACs **do not buy** votes; they provide access to key members of Congress. Congressman Smith encouraged everyone to get involved in the 1994 elections. He stressed how important it is to get cattlemen to run for Congress. The U.S. house of Representatives is not with us on issues. The U.S. Senate is our stopgap due to the filibuster. Therefore, the need exists for NCA/PAC to assist those senators who are supporting the beef industry.

The general elections are quickly approaching. It is time to take action so that cattlemen can win in November.

Federal law prohibits NCA from using your membership dues or check-off dollars to support NCA/PAC.

I urge you to take the time to read the enclosed pink NCA/PAC flyer and to contribute what you can. And don't forget to check the box in the bottom right corner and write in **FBA.** That way we are sure to get the credit.

Sincerely,
Carson E. Scheller

Editor's Mail

IT'S TIME TO EVALUATE YOUR DEBT LOAD

DENVER, COLO., July 14, 1994—-Some cow-calf operators—-facing a period of herd expansion and lower calf prices—-may want to evaluate their
debt loads and take steps to reduce debt, a Cattle-Fax analysis suggests.

Cattle-Fax, a cattle business information and analysis service, maintains the cow-calf database for the National Cattlemen's Association's Standardized Performance Analysis (SPA) program. SPA information on cow-calf operators' debt loads and breakeven prices was part of a recent Cattle-Fax Cow-Calf Focus report for members.

The analysis of debt situations among SPA participants indicated that high-cost producers are carrying more debt than low-cost producers and that these high-cost operators in particular should be taking hard looks at their debt loads. The recent Cow-Calf Focus report also included information on bred cow and calf price outlooks, cost data for fall-calving herds, and use of the SPA program as a management tool.

Tom Brink, director of market research for Cattle-Fax, says that the 25% lowest-cost producers have average debt of $137 per cow. That compares to an average debt load of $514 per cow for the 25% with the highest costs.

"Low-cost operators appear to have taken advantage of high calf prices in recent years to play down their debts," Brink notes. "Many high-cost operators apparently have been marginal in terms of profits, so even with high calf prices, they haven't been able to reduce their debt loads."

The recent Cow-Calf Focus report showed that the low-cost producers had an average calf breakeven price of $59 per cwt. and that they had an average net income of $146 per cow in 1993. The high-cost operators, on the other hand, had an average breakeven of $93 per cwt and an average net income of zero dollars per cow. This shows the dramatic differences in debt and breakevens between low- and high-cost producers.

"As calf prices move lower during the next few years, an increasing number of operators will move into a breakeven or loss situation," Brink says. "It will be especially difficult for many high-cost producers to survive a down-cycle in the cattle market such as we are apparently facing. High-cost/high-debt producers will experience the squeeze of negative operating margins, reduced cash flow and shrinking equity—-all of which will make debt service a major problem. These producers may want to sell at least part of their herds now, before they are forced to sell later at lower prices.

"This is, in fact, a good time for all operators to take a hard look at their debt situations. For some, this could be an opportune time to cull the bottom end of herds harder than normal. They could plan to replace those cows with higher-quality cows or heifers later, when prices are lower. Even for operators who aren't in the high-cost category, a reduction in debt load could make it more possible to stay in business during the tougher times ahead. Selling cows or culling deeper won't be the right move for everyone, but, for some operators, such actions might make sense."

The NCA-SPA program, which provided data for the debt analysis, is a nationwide program that allows participants to standardize production and financial performance measures. The recent Focus report also included information from Cattle-Fax's regular survey of cow-calf members. Cattle-Fax periodically issues Cow-Calf Focus reports, with information to help producers plan and implement their management and marketing programs.

Cattle-Fax is a member-owned, member-directed information and analysis company serving cattle producers in all segments of the industry. subsidiary, CF Resources, provides research service, educational programs and economic data for agribusiness companies serving the beef cattle industry. For more information on Focus reports and Cattle-Fax services, contact Cattle-Fax at (303) 694-0323.

Dear Mary,

On May 27th, my father-in-law and partner in the cattle business, James E. (Ed) Forbis passed away. Ed was a very well respected attorney on both the local and statewide levels. He was also a very unselfish civic leader, giving huge amounts of time and much needed expertise to Decatur's Hospital and school boards over the past 30 years.

Although he seldom had time to take part in actively managing the cattle, he was always very supportive, and encouraged Tom & I to move toward an FBA herd from our original commercial herd. He also found time to constantly improve the grasses on his ranch. He reclaimed many large barren wash areas by hauling leaves and grass clippings from his home. He had a great sensitivity to the delicate balance of nature.

Ed's wife Althea, who has always worked along side him - and was often my cowhand when none of the men could be found, will continue the partnership in our herd. She was raised on a Hereford ranch in Nebraska, and is looking forward to meeting more of the FBA folks Tom and & have enjoyed so much.

Sincerely,
Ruth Ann Long

SATELLITE NEWS

BEEF "ON" FORAGE, BEEFMASTER BULL PERFORMANCE TEST FIELD DAY

The Central Texas Beefmaster Breeders Bull Test Consignors and Sponsors hosted their Eighth Annual Field Day on Saturday, June 4 at the Bull Test Facility on the Marek Ranch near Levington, Texas.

Over 200 members and guests attended the program which included guest speakers, sponsor displays, BBQ lunch, door pries and inspection of 135 Beefmaster Bulls.

Results of the 140 day winter test program were given along with actual weaning weights, adjusted 205 day weights, gain weights, 452 day yearling weights, weight per day of age, ratios and muscle and ribeye index.

Featured speaker, Lorenzo Lasater, Vice-President of Operations, Isa Cattle Co., San Angelo, Texas, discussed feedlot performance and carcass data on Beefmaster-cross cattle and how our cattle are profitable with the value based marketing concept.

Dr. Neil Pratt, Extension Forage Specialist, Texas A & M University discussed the Texas Forage and Grassland Council Forage Bull Development Program and how we should manage our pastures for high quality production.

FBA President, Gerry Holmes discussed the Foundation Beefmaster Association and the Lasater philosophy of raising Beefmasters.

Following a delicious BBQ lunch, sponsors gave their presentations and drawings were held for various door prizes and two $500 Certificates given by CTBB. Winners were James Weaver, Winnie, Texas and L.C. Lanik of Hallettsville.

Following the program the group inspected the 135 Forage tested bulls which will sell October 15, 1994 in Brenham, Texas.

For more information concerning the Forage Test or Sale, contact: Gary J. Frenzel (817) 983-2901.

HOA BEEFMASTER FIELD DAY - SEPTEMBER 24 - 9:00 a.m.
FREE LUNCH & FREE BULL GIVEAWAY!!!
C.R.I.B. CREEK BEEFMASTER - SHINING 'R' RANCH
115th Street and Donohoo Road
Kansas City, Kansas 66109 913-721-3658

HEART OF AMERICA FIELD DAY
Saturday, September 24, 1994

C.R.I.B. Creek Beefmasters
Roy Ratliff
115th & Donohoo Road
Kansas City, Kansas

Registration 9:00 a.m.

FREE LUNCH & BULL GIVEAWAY & DOOR PRIZES

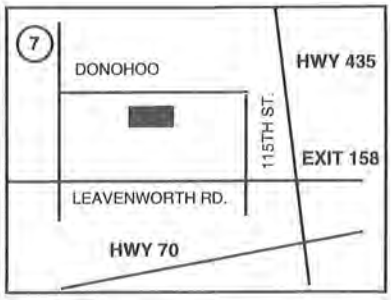
Friday, September 23, 1994 - Directors Meeting after supper at 7 p.m. PLEASE NOTIFY ROY RATLIFF (913) 721-3658 if you are attending the meeting Friday and coming for supper.

FROM NORTH: I-29 or I-35 etc. to I-493 South or West (to Kansas) to Leavenworth Road West to 115th St. (2nd Stop) North on 115th to Donohoo Road (1st Stop) Turn left on Donohoo to driveway of Arena

FROM SOUTH: 71 North to I-435 West (28.2 mi.) I-435 West turns into I-435 North (13.2 mi.) I-435 North to Leavenworth Road West (Exit 15B) to 115th St. (2nd Stop) North on 115th to Donohoo Road turn left on Donohoo to drive up to the Arena.

FROM WEST: I-70 to I-435 North to Leavenworth Rd West to 115th North to Donohoo Rd West to driveway up to Arena

AREA MOTEL:
American Inn
(913) 299-2999
I-70 and 78th St.



WELCOME NEW MEMBERS

ARKANSAS
LAZY LEE BEEFMASTERS
Lee Phillips
P.O. Box 140
Greenland AR 72737
501-443-3233
Rendition: 11
Origin: McAllister Beefmasters

ILLINOIS
Howard Peters, Jr.
HIDDEN LAKE RANCH BEEFMASTERS
3510 Old Straube Lane
Alton IL 62002
618-466-7356
Rendition: 7
Origin: Gilkeson Beefmasters
Squires Beefmasters

LOUISIANA
C & M TURNER BEEFMASTERS
Conrad & Margie Turner
7553 Castello Road
Ethel LA 70730
504-683-5333
Rendition: 5
Origin: Wallace Beefmasters

MISSOURI
White Branch Farms
WHITE BRANCH BEEFMASTERS
Ron and Melinda White
Rt. 2, Box 146A
Rayville MO 64084
816-470-5352
Rendition: 7
Origin: William Lewis, Carolyn McOster, Leroy Strictland, Charles Rainwater and .lohn Felix

TEXAS
Carl Phillips
C. J. PHILLIPS BEEFMASTERS
P.O. Box 640
Abernathy TX 79317
806-298-2161
Rendition: 20
Origin: Virgil Phillips

? INQUIRIES ?

ARIZONA
CCG John Shorty, Jr.
P.O. Box 942
Ganado AZ 86505

Tele Ronald Sobek
4202 E. Cactus Rd.
#8304
Phoeniz A7J 85()32

Tele Don Dodge
P.O. Box 304
Skull Valley AZ 86338

CALIFORNIA
WLJ Harry Madosky
29877 Sharon Way
Sun City CA 92584

BF Chris Fullerton
P.O. Box 202
Guinda CA 95637

Tele Ed Olivera
1889 Moollum
San Luis Obisbo CA
93405

GEORGIA
ED Michael Cloves
P.O. Box 203
Waynesville GA 31566

KANSAS
Tele Frank & Thelma Hermann
Rt. 3, Box 74
Garnett KS 66032

MISSOURI
MR Bridget Nicole Payne
Route 1, Box 326
Tunas MO 65764

MR Willis Mark Reeves
P.O. Box 28
Brashear MO 63533

MR Joel D. Slayton
1245 St. Matthew
Florissant MO 63031

MR Earl Adams
9315 East 84
Raytowri MO 64138

MM Rick Painter
Route 2, Box 20-H
Aurora MO 65605

MONTANA
ED Melissa Kovanda
P.O. Box 297
Columbus MT 59019

NEBRASKA
SGF Center for Rural Affairs
P.O. Box 736
Hartington NE 68739

NEW MEXICO
Tele Kathy Bilovesky
11 Moya Loop
Santa Fe NM 87505

NORTH CAROLINA
CCYB Travis Ray Craham
675 Meadows Town Rd.
Marshall NC 28753

OKLAHOMA
PF Derek Williamson
1300 Sandpiper #2
Weatherford OK 73096

Tele Robert Oler
Rt. 2, Box 354
Watonga OK 73772

Tele Royce Search
Rt. 1, Box 2
Cordell OK 73632

PENNSYLVANIA
GF Forest Glen Farms
Al Maga
580 Achor Town Rd.
Beaver Falls PA 15010

PF Alan Appleby
P.O. Box 303
Markleysburg PA 15459

SOUTH CAROLINA
PF Keith Tompkins
360 Ketterman Dr.
Seneca SC 29678

TENNESSEE
CCYB Kelvin Davis
289 Union Camp Rd.
Lafayette TN 37083

TEXAS
ED Natalie Diedrich
Rt. 1, Box 318A
Smithville TX 78957

Tele Darrell Dryden
3803 Kristen Dr.
Highland TX 77562

PF Derrick Jefferson
Rt Box 1233
Streetman TX 75859

BF Jesus Luis Arochi Huerta
P.O. Box 9000
Seagoville TX 75159-9000

EG Gaspar L. Lauie CAS
P.O. Box 6105
Brownsville TX 78523

PF Charles Fields
Rt. 2, Box 585
Oakwood TX 75855

CM Glenn E. Rowe, Jr.
412 Pennsylvania St.
Graham TX 76450

CM Dean & Julie Muckleroy
1505 Ward Rd. P-200
Baytown TX 77520

Tele Clay Mitchell
P.O. Box 4820
Sanderson TX 79848

PF Ron Edmiston
HC 31 Box 51 V26
Midland TX 79707

WEST VIRGINIA
MM Steven Jones
P.O. Box 121
Gandeeville WV 25243

BRAZIL
Tele c/o Manoel Alberto
Monterio
Cooperativo Regional
De Prodativos
Caixa Postal 95
Sete Lagoas
CEP. 35701-970
Brazil

COLOMBIA
C-Mex Gabriel Pardo Castillo
Ave. Calle 81 No 62-70
Bod. 17
Santafe de Bogota D.C.
Colombia

GUATEMALA
Salomon Medina
Representaciones GA.
6A. Calle 47-22, Zona 7
Colonia El Rosario
Guatemala, C.A.
Guatemala

MEXICO
BF Ing. M.C. Saul
Villagran D.
Calle 8 #446
Cuauhtemoc 31500
Chihuahua, Mexico

PARAQUAY
C-Mex Alberto Ortiz
Guido Spano
2830/F.Cabrera
Asuncion-Paraguay

PHILIPPINES
MM Rene C. Abad
Camiling, Tarlac
2306 Philippines

URUGUAY
C-Mex Miguel Alberto
Curbelo Puig
Juan M. Blanes 1017
11200 Montevideo
Uruguay

AA - Agricultura De Las Americas
AC - Alabama Cattleman
ACB - Arkansas Cattle Business
BF - Beef
CG - Colorado Cattle Guard
CM - Mexican Cattleman
CM - The Cattleman
CSC - Cascade Cattlemen
DJ - Drovers Journal
ED - Education
FC - Florida Cattleman
KS - Kansas Cattleman
LC - Louisiana Cattleman
LMD - Livestock Market Digest
LN - Livestock News
MBC - Missouri Beef Cattle
MI - Missouri Cattle Business
MM - Mail & Miscellaneous
MR - Missouri Ruralists
NMS - New Mexico Stockman
NCA - Nat'I Cattlemen Assn.
OC - Oklahoma Cattleman
PF - Progressive Farmer
RM - Ranch Magazine
RS - Record Stockman
SGF - Stockman Grass Farmer
SBP - Southern Beef Producers
TCB - Tennessee Cattleman
Tele - Telephone
TFS - Texas Farmer Stock
WFS - Western Farmer Stockman
WLJ - Western Livestock Journal
WSF - Wyoming Stockman Farmer
YB - Yearbook

BUYERS' AND SELLER'S GUIDE

ALABAMA
For Sale: Herd Sire, two years and nine months old. Full Lasater. Out of "Old Yeller" (Lasater 5367). Very clean, gentle, straight, well-muscled. 8 month weight (grass) 757 lbs. (3 Y.O. Dam). 2 year, 9 months weight, app. 1675 lbs. No bad habits. Gets birth weights in 60's. Very aggressive breeder. Solid red. We bred to him two years. We call him "Manano". Will send photo or video.
Miles Wylie Albright
CULL-MAN BEEFMASTERS
245 Co. Rd. 1595 • Baileyton, AL 35019
205-796-2333

ARIZONA
For Sale: Two year old herd sire. Sired by Mr. America. Size and conformation excellent.
Robert Ott
OTT BEEFMASTERS
P.O. Box 2723 • Page, AZ 86040
602-645-3927

ARKANSAS
For Sale: 8 certified Beefmaster cows, 3 & 4 years old in 2nd & 3rd trimester of pregnancy. Good selection of yearlings and two year old bulls. Delivery available.
Froud Ranch
FROUD BEEFMASTERS
Howard W. Froud & Sons
4067 Hwy 157 • Step Rock AR 72081
501-728-4267 or 728-4880

MISSISSIPPI
For Sale: 15 cow/calf pairs, April & May calves. Two 4 year-old and two 5 year-old herd sires. 18-20 month old semen tested bulls. Ten top second cross cows for late Sept. delivery Most will calve in December. Open heifers October delivery. Overstocked, must sell.
WALLACE BEEFMASTERS
Berry Wallace
3081 Hwy 575 N • Magnolia, MS 39652
601-736-3557
(After 9:00 p.m. & before 7:00 a.m.)

MISSOURI
For Sale: 12 yearling bulls and 10 heifers.
Bill Bishop
ST. CLAIR BEEFMASTERS
RR 4, Box 339
El Dorado Springs, MO 64744
417-876-2529

For Sale: Weaned heifers, Spring and Fall bred cows, weaned bulls, breeding age bulls.
SANTANA RANCH BEEFMASTERS
Rick and Gail Newman
Rt. 2, Box 117-32 • Willard, MO 65781
417-742-2204

OKLAHOMA
For Sale: 107 extra nice Beefmaster females. Representing 20 years of Casey breeding. 70 yearling heifers; 8 two year old heifers; 29 two year old cow/calf pairs. All are bred to Casey and Evans bulls.
HOPPING BROTHERS BEEFMASTERS
Joe and W.E. Hopping, III
108 N. Broadway • Coweta, OK 74429
918-486-2212

SOUTH DAKOTA
For Sale: 5 pairs; 2 ten year olds and 3 eight year olds; cows with calf at side.
Paul M. Juel
RR3, Box 21 • Canton, SD 57013
605-987-5872

TEXAS
For Sale: Long Yearling Bulls. Pairs and Bred Females.
Watt M. Casey, DVM
CASEY BEEFMASTERS
Box 458 • Albany, TX 76430
915-762-2440
915-762-2605

For Sale: After September 15th: About thirty head of Duncan Beefmaster females, 2-5 years old, bred to our top herd sires to begin calving 2-15-95.
Skipper & Blake Duncan
DUNCAN BEEFMASTERS
4124 Sherwood Way • San Angelo, TX 76901
915-942-8040

UTAH
For Sale: Two long yearling bulls. Lasater genetics. 100% guaranteed.
SORENSEN BEEFMASTERS
Jerry Sorensen
4128 S. 5500 W. • Hooper, UT 84315
801-731-2908

For Sale: 25 Yearling Bulls and 6 Herd Sires.
TOP GENETICS
Gayle Evans
801-878-2355

Mary,

Wanted to let you know about the "Newest Beefmaster Breeder" — Caroline (Callie) Winn Newman, born June 6, 1994 at 6:13 a.m. She weighed 7 lbs. 7 oz. and was 21 inches long. She's a sweetie!!

Thanks!

Gail Newman

Dale Lasater escorts cattlemen from Australia on the Lasater Ranch.

Tom and Dale at home on the range.

ISA CATTLE COMPANY'S
SAN ANGELO BEEFMASTER FIESTA

10:00 A.M. • OCTOBER 1, 1994
PRODUCERS AUCTION

200 Females

FBA certified pairs and heavy springers consigned by the following practitioners of the Lasater Philosophy:

The Lasater Ranch
Laurie and Annette Lasater
Joe and Matt Brown
John Cargile
Watt M. Casey
Henry Martinez
Stowers Ranch

300 Bulls

Powerful, service-age bulls raised on West Texas rocks.
This is the largest offering of BEEFMASTERS in the nation!

Fully Adapted

Fully Performance Tested

Fully Guaranteed

Looking for a large selection of fertile, gentle, easy-calving, moderate, high-performance cattle?

Look no further!

Our customers are low-cost producers who demand quality and service at reasonable prices. We've sold over 2200 bulls this decade at an average of $1900.

Outstanding One-Breed Genetics From a Proven Program

Isa Cattle Co., inc.

Laurie Lasater
Lorenzo Lasater
(915) 949-3763

Sale Headquarters
Holiday Inn
(915) 658-2828

Se habla espanol

OVERSIGHT COMMITTEE TARGETS KEY ACTION POINTS FOR 1994 AND REFINES PROCESS FOR DESIGNING STRUCTURE MODEL

DALLAS, Texas — At its July meeting, the Beef Industry Oversight Committee agreed on action points to be achieved in 1994 for each of the leverage points in the beef industry Long Range Plan. The Oversight Committee also approved an amended process and timetable to arrive at a unified structure recommendation by mid October.

The Oversight Committee was formed to initiate the implementation of the beef industry Long Range Plan and facilitate the investigation of a unified structure. The Oversight Committee consists of three elected officers and the CEO from each of the four major beef industry organizations (Beef Industry Council, National Cattlemen's Association, U.S. Meat Export Federation, and Cattlemen's Beef Board) plus four at-large members elected from the Beef Industry Long Range Planning Task Force, for a total of twenty members.

The beef industry Long Range Plan is built around eight leverage points or strategic points of impact, each with significant potential long-range outcomes. The Oversight Committee targeted the following action points as top priorities in 1994:

Quality and Consistency — (Achieve a 50% reduction in consumer dissatisfaction with beef quality by 1997.) Oversight Committee emphasis for 1994 will include on going efforts to reduce violative residues, develop and implement a national consumer cooking and handling campaign for beef, and develop critical-control models for tenderness and consistency.

Domestic Marketing — (Stop the decline in market share by 1997.) The Oversight Committee asked the BIC to increase and focus merchandising efforts to the retail, foodservice, and institutional channels by developing and implementing a coordinated state and national plan. The plan will work toward the goal of increasing domestic beef consumption by at least one more serving per person in each two-week period by 1997.

International Marketing — (Increase U.S. beef exports from .72 to 1.06 million metric tons by 1997.) The Oversight Committee asked MEF to aggressively pursue opportunities for foreign market development that will increase export tonnage to 722,544 metric tons for 1994 from 675,000 metric tons in 1993. In addition, the Oversight Committee asked NCA and MEF to work toward building producer support and approval of the General Agreement on Tariffs and Trade, to resolve the European Union growth promotant issue, and to initiate the establishment of international standards for safety as they relate to beef.

Public Relations — (Present a strong, positive image of the beef industry and its products.) The Oversight Committee directed the four organizations to establish an industry public relations coordination team to ensure that the existing organizations emphasize speaking with a unified voice while discussion of a unified structure continues.

Issues Management — (Identify and effectively manage potentially disruptive issues before they adversely affect consumer purchases of beef.) The Oversight Committee asked the four organizations' CEOs to assign members of their respective staffs and affiliated organizations to a series of issue teams and to implement a process model for future issues management coordination.

Production Efficiency — (Make beef more price-competitive by reducing production costs 10% by 1997.) In 1994, the Oversight Committee urges the industry to focus on leveling the playing field with regard to food safety inspection and USDA regulations for inspection and labeling of beef in comparison to poultry. The Oversight Committee also asked NCA to assemble and distribute baseline data about existing production costs and variability for each production sector.

Strategic Alliances — (Develop programs, at every stage of beef production, that focus on the consumer.) The Oversight Committee urged BIC to accelerate its value-based pricing study currently underway among certain retail chains. They also asked BIC to prepare plans for future strategic alliances among retailers, packing companies and processors to develop packaging innovations and other meat case-management techniques that improve efficiency and satisfy consumer preferences. The committee also seeks to encourage the development of cost-effective technology to provide for animal and carcass identification and evaluation and to establish and communicate product specifications based on consumer preference. The committee asked the National Cattlemen's Association to identify and communicate information on successful strategic alliances to the beef industry and urged MEF to explore strategic alliances with international meat and livestock boards and organizations.

Producer/Packer Alliances — (Enhance product value and profit opportunities through better communication and cooperation with the packer segment.) The Oversight Committee asked NCA to take the leadership role in bringing packers into the on going industry planning process so that packers and producers have a mutual vision. The approach for 1994 will be to create a committee consisting of packers, feeders, and producers to identify critical areas of information that would facilitate understanding among various segments of the industry and thereby promote product improvement and efficiency specifically sending price signals for desired production goals.

The Oversight Committee also wants to place additional emphasis on value-based marketing in 1994. Specifically, the organizations were asked to:

- Establish a formal communications process from consumer to packer to feeder to producer in order to make the entire beef industry consumer driven.
- Jointly develop tools to measure product value in terms of quality, consistency and safety.
- Jointly develop industry-wide carcass standards for tenderness, flavor, leanness and acceptable range of sizes.
- Implement a pricing system between packers and feeders that reflects retail values.

The Oversight Committee also approved a revised process for developing a model and proposal for the unified structure under study. Previously, Oversight Committee members participated in CBB and MEF meetings in June. Following discussions and continued input gathering at NCA's mid-year meeting in July and BIC's Demand Strategies Conference in August, the process and timetable calls for a joint meeting of the Executive Committees of the four organizations in early September. The four Executive Committees will be asked to approve any changes in the Beef Industry Long Range Plan, to recommit to pursuing unification, to consider any new issues which may have surfaced, and to review the recommended structure and governance model as developed by the Oversight Committee.

After the September meeting, transition teams will be appointed to study details leading to the operationalizing of the Long Range Plan and to identify gaps which need to be filled. The approved Long Range Plan, along with a structure proposal draft and governance recommendations, will be available to grassroots producers for study and comment. The Oversight Committee is exploring opportunities for direct questions, perhaps through a satellite town meeting, a video call-in arrangement, or some similar vehicle.

These responses will be analyzed by the Oversight Committee. Refinements or changes made to the structure and governance recommendations will be made by early October, when a joint meeting will be scheduled for the boards of directors of the four organizations. A final draft report will be distributed following the joint meeting. The Oversight Committee envisions a final report prior to the Beef Promotion Operating Committee meeting on November 1-2 in ample time for thorough discussion to occur before January 31,1995, the established deadline for formal approval by the four organizations.

Serving on the Oversight Committee are: Rick Allen, WY; Ralph "Buck" Bell, Jr., SC; Bob Carter, TX; Ron Curtis, IA; Max Deets, KS; Bob Drake, OK; Burton Eller, CO; Robert Foster, VT; Mardie Hanson, CO; John Huston, IL; Dan Koons, IL; Jack Maddux, NE; James A. Mullins, IA; Ellard "Butch" Pfaelzer, IL; Monte Reese, CO; Phil Seng, CO; Roger Stuber, ND; Jim Webb, AZ; Clark S. Willingham, TX; Dave Wood, CA.

CORRAL OF EVENTS

August 20, 1994	SWBB will hold their Annual Field Day at Snowflake, Arizona. Call Steve Flake for details (602) 536-7115.
September 13, 1994	Lasater Ranch - 10:00 am Bred Cow & Heifer selection 4:00 pm retired herd sire auction
September 14-15, 1994	Lasater Ranch - 8:00 am Annual Yearling Bull Selection
September 24, 1994	HOA Field Day at Crib Creek in Kansas City, KS. Contact Roy Ratliff (913) 721-3658.
October 1, 1994	1994 San Angelo Beefmaster Fiesta at San Angelo, Texas. - 10:00 am - Producers Auction 300 Performance-tested bulls; 200 Pairs and heavy springers. Contact Laurie Lasater (915) 949-3763
October 15, 1994	CTBB Beef "On" Forage Bull sale will be held in Brenham, Texas. See inside for more information.
November 3, 4 & 5, 1994	**FBA ANNUAL CONVENTION IN SPRINGFIELD MISSOURI**

FOUNDATION BEEFMASTER ASSOCIATION
100 LIVESTOCK EXCHANGE BUILDING
DENVER, COLORADO 80216
TELEPHONE (303) 294-0847

DENVER, CO 802
PM
04 AUG
1994

RANLY BEEFMASTERS
Ronald C. & Lanette Ranly
Route 2, Box 17
Lott, TX 76656

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