



May 22, 2009

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### Upcoming Events & Meetings

**Benton County**  
June 1, 6:30 PM

Warsaw City Park

**Show-Me Beef Leadership**

## Mexico and Canada File WTO Complaints Regarding US Country-of-Origin Labeling Regulations

*Released by NCBA's Cattlemen's Capitol Concerns on 5/31/09*

In formal complaints filed last week with the World Trade Organization (WTO), Mexico and Canada claim that the U.S. country-of-origin labeling (COOL) law appears to be inconsistent with U.S. obligations under the WTO.

The National Cattlemen's Beef Association (NCBA) is extremely concerned about the impact of COOL on our relationships with our top two trading partners. Beef trade with Mexico was worth nearly \$1.4 billion in 2008, and trade with Canada came in at \$716 million. Together, the markets account for 58% of our beef export trade.

In addition to potential trade impacts, we're also concerned about the rule's economic consequences. We've seen indications of drops in feeder cattle prices at our borders to the North and South, which is impacting all segments of our industry.

It's important to understand that COOL is purely a marketing tool that provides consumers with information on the origin of beef products. It is not a food safety tool. All beef consumed in the U.S. is subject to rigorous health and safety inspections-regardless of its origin.

COOL became mandatory on September 30, 2008. The final rule went into effect on March 16, 2009. Over the next few months, NCBA will be closely monitoring the implementation of COOL and its effects on domestic beef demand and international trade.

## PETA: 7 Things You Probably Didn't Know

*Released by the Center of Consumer Freedom on 5/22/09*

### Conference

June 4-6  
Columbia, MO

### MCA All-Breeds Junior Show

June 12-14  
Missouri State Fair Grounds  
Sedalia, MO

### MCA Board of Directors Meeting and Steak Fry

June 25  
Missouri Beef House  
Sedalia, MO

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**1) According to government documents, PETA employees have killed more than 19,200 dogs, cats, puppies, and kittens since 1998.** This behavior continues despite PETA's moralizing about the "unethical" treatment of animals by farmers, scientists, restaurant owners, circuses, hunters, fishermen, zookeepers, and countless other Americans. PETA puts to death over 90 percent of the animals it accepts from members of the public who expect the group to make a reasonable attempt to find them adoptive homes. PETA holds absolutely no open-adoption shelter hours at its Norfolk, VA headquarters, choosing instead to spend part of its \$32 million annual income on a contract with a crematory service to periodically empty hundreds of animal bodies from its large walk-in freezer.

**2) PETA president and co-founder Ingrid Newkirk has described her group's overall goal as "total animal liberation."** This means the complete abolition of meat, milk, cheese, eggs, honey, zoos, aquariums, circuses, wool, leather, fur, silk, hunting, fishing, and pet ownership. In a 2003 profile of Newkirk in *The New Yorker*, author Michael Specter wrote that Newkirk has had at least one seeing-eye dog taken away from its blind owner. PETA is also against all medical research that requires the use of animals, including research aimed at curing AIDS and cancer.

**3) PETA has given tens of thousands of dollars to convicted arsonists and other violent criminals.** This includes a 2001 donation of \$1,500 to the North American Earth Liberation Front (ELF), an FBI-certified "domestic terrorist" group responsible for dozens of firebombs and death threats. During the 1990s, PETA paid \$70,200 to Rodney Coronado, an Animal Liberation Front (ALF) serial arsonist convicted of burning down a Michigan State University research laboratory. In his sentencing memorandum, a federal prosecutor implicated PETA president Ingrid Newkirk in that crime. PETA vegetarian campaign coordinator Bruce Friedrich has also told an animal rights convention that "blowing stuff up and smashing windows" is "a great way to bring about animal liberation," adding, "Hallelujah to the people who are willing to do it."

**4) PETA activists regularly target children as young as six years old with anti-meat and anti-milk propaganda, even waiting outside their schools to intercept them without notifying their parents.** One piece of kid-targeted PETA literature tells small children: "Your Mommy Kills Animals!" PETA brags that its messages reach over 1.2 million minor children, including 30,000 kids between the ages of 6 and 12, all contacted by e-mail without parental supervision. One PETA vice president told the Fox News Channel's audience: "Our campaigns are always geared towards children, and they always will be."

**5) PETA's president has said that "even if animal research resulted in a cure for AIDS, we would be against it."** And PETA has repeatedly attacked research foundations like the March of Dimes, the Pediatric AIDS Foundation, and the American Cancer Society, solely because they support animal-based research aimed at curing life-threatening diseases and birth defects. And PETA helped to start and manage a quasi-medical front group, the misnamed Physicians Committee for Responsible Medicine, to attack medical research head-on.

**6) PETA has compared Jewish victims of the Nazi Holocaust to farm animals and Jesus Christ to pigs.** PETA's religious campaigns include a website that claims—despite ample evidence to the contrary—that Jesus Christ was a vegetarian. PETA holds protests at houses of worship, even suing one church that tried to protect its members from Sunday-morning harassment. Its billboards taunt Christians with the message that hogs "died for their sins." PETA insists, contrary to centuries of rabbinical teaching, that the Jewish ritual of kosher slaughter shouldn't be allowed. And its infamous "Holocaust on Your Plate" campaign crassly compared the Jewish victims of Nazi genocide to farm animals.

**7) PETA frequently looks the other way when its celebrity spokespersons don't practice what it preaches.** As gossip bloggers and Hollywood journalists have noted, Pamela Anderson's Dodge Viper (auctioned to benefit PETA) had a "luxurious leather interior"; Jenna Jameson was photographed fishing, slurping oysters, and wearing a leather jacket just weeks after launching an anti-leather campaign for PETA; Morrissey got an official "okay" from PETA after eating at a steakhouse; Dita von Teese has written about her love of furs and foie gras; Steve-O built a career out of abusing small animals on film; the officially "anti-fur" Eva Mendes often wears fur anyway; and Charlize Theron's celebrated October 2007 Vogue cover shoot featured several suede garments. In 2008, "Baby Phat" designer Kimora Lee Simmons became a PETA spokesmodel despite working with fur and leather, after making a \$20,000 donation to the animal rights group.

## Register for Beef Check-Off Elections

Be sure to register for the Beef Check-Off Elections before July 20, 2009. This can be done at your county Farm Service Agency office.

This election determines the Missouri Beef Industry Council Board of Directors. This board allocates Missouri's check-off funds. This will be your chance to elect board members who represent your voice in the allocation of those funds.

## New to the Team

Hi everyone,

As most of you know, Maureen graduated this month and has moved on to work for Helena Chemical Company in West Des Moines, Iowa.

I am Kaity Kerwin, and I have the amazing opportunity to take over her position. I will be serving as MCA's new communications intern, and I hope to stay here until I graduate in December 2010.

I graduated 2007 from Stanberry R-II High School. I grew up on a small farm with cattle and row crop in Gentry County. I am now attaining my Bachelor's of Science in agricultural journalism here at the University of Missouri.

Also, Austin Black of Deepwater, MO is interning for the summer in Rachel Bartholomew's place. He will be working with the QSA program and with MJCA. He attends the College of the Ozarks in Branson, working toward degrees in animal science and agricultural business.

I am really looking forward to this opportunity and the chance to get to

know many of you. I have had a great time so far, and I can't wait to see what this internship has in store for me.

See you next week,

Kaity Kerwin

MCA Communications Intern

## Last Chance: MCF License Plates

Foundation License Plates are available through July 1. Time is running out, so don't miss this deadline!

For more details contact MCF office at (573) 499-9162.

## May NCBA Beef Advocate Update

*Released by NCBA on 5/21/09*

It is hard to believe but May is almost over. On Friday, Congress will adjourn for the Memorial Day Recess and will return to Washington D.C. on June 1.

THANK YOU to everyone who made phone calls on the Clean Water Restoration Act (S. 787). As of today, we have been able to successfully delay the mark-up of the bill for the entire month of May. However, our fight is not over and we need to keep up our efforts if we are going to defeat the bill. It is quite possible that the Senate Environment and Public Works Committee will consider marking up S. 787 in June. This is why we need to continue our efforts in urging the Senate to OPPOSE AND NOT MARK-UP S. 787.

How can you continue to help?

1. If you haven't made calls yet, please do! The call information is still available on the website at <http://capwiz.com/beefusa>. Talking points for the bill and your Senators phone numbers are provided as a part of the alert.

2. Forward our alerts and messages on to your friends and others in the industry! Visit <http://capwiz.com/beefusa/taf/> and insert the email addresses from your contacts and they will receive an email inviting them to visit the Beef CAPWIZ site and send their own messages.

3. Continue to talk to your Senators! During the week of Memorial Day, Members of Congress will be back in the State hosting town halls and meetings with people. Check your local paper for a listing of meetings with your Congressional Members and go. Take this opportunity to meet your Senator face to face and reiterate the impact that this bill will have on your operation. For them to make the connection between the impact of the bill and your operation as a voter, further drives home your opposition to the bill.

## Atlanta WSB-TV story on HSUS

*Released by the Center for Consumer Freedom on 5/14/09*

This is one piece of media that you'll want to spread far and wide. We worked with WSB-TV in Atlanta earlier this spring to put together a sweeps-week expose of HSUS, and it aired just over an hour ago.

Here's a YouTube link to the full story, and the WSB-TV web page with a text summary. Feel free to distribute to your heart's content. I hope this is the beginning of a new national awareness about what the Humane Society of the United States is - and what it isn't.

<http://www.youtube.com/watch?v=ta8GdABOPHA>

<http://www.wsbtv.com/news/19463509/detail.html>

As we all continue to discuss the need to portray animal agriculture in a positive light, let's all remember that there's real value in re-positioning our adversaries in the public imagination. They certainly have it coming.

## ATTENTION: Junior Cattlemen

All-Breeds Junior Show & Missouri Beef Leadership Conference around the corner

The **2009 MCA All-Breeds Junior Show** will take place June 12-14th at the Missouri State Fairgrounds in Sedalia. Registration information was mailed out this week so be looking out for it in your mail box and it is also available online at [www.mocattle.com/jrshow.htm](http://www.mocattle.com/jrshow.htm). Again this year we will be doing the "Design a T-shirt" contest where the winner of the contest will see their creativity on the shirts of all the exhibitors during the weekend.

Deadline for pre-entry was May 15.

The first **Missouri Beef Leadership Conference** is also scheduled for this coming June in Columbia, Missouri. There is still space available, so if you haven't signed up yet be sure to do so. This event will be full of educational, informational and fun events. This year's MBLC theme is "Show-Me Beef Leadership" and will be held on June 4-6. For more information visit

<http://mocattle.org/jrleadersconf.htm>.

## Animal Rights Groups Attempting to Co-opt Religion

*Released by the Animal Agriculture Alliance*

"Animal rights activists are using religious messages to recruit a segment of the millennial generation that has little doctrinal anchor in order to advance their vegetarian agenda," says Wes Jamison, an ordained Baptist minister and Palm Beach Atlantic University associate professor of

communications.

Two major factors are driving animal rights groups' attempts to engage people of faith, Jamison says. The first is that people motivated by religion tend to give generously, which is important to the \$400 million/year animal rights industry. The second reason is people motivated by religious zeal tend to have sustained intensity over time. This is a critical feature lacking from the current animal rights movement, since many vegans and vegetarians tend to eventually return to an omnivorous diet.

Jamison says animal rights groups are carefully selecting religious passages that appeal to targeted individuals' sense of compassion, self-denial and guilt. He then points to Biblical stories that directly refute the messages and goes on to label animal rights groups engaging in this tactic as "meaning entrepreneurs."

"We caution people against buying in to such messages and encourage people to do their own review of Biblical scripture and literature," says Kay Johnson Smith, executive vice president of the Animal Agriculture Alliance. "Farmers and ranchers are among the most compassionate people in the world and are committed to the care of their animals as a top priority."  
-- Animal Agriculture Alliance release

## **Exciting times! Do not miss the deadline!**

Are you 70 1/2 or older? Do you know someone who is 70 1/2 or older? Do you or they own an IRA or other tax qualified asset? Time is running out!

You only have until December 31, 2009 to make the most tax efficient donation to the Missouri Cattlemen Foundation that the IRS has probably ever allowed.

You will probably never have this chance again to help to children of Missouri with the help of the IRS. Yes, the IRS will help you contribute to the foundation.

Call your tax preparer and call our partners at APEX Financial LLC to find out if you qualify for this exciting opportunity. Call 800-843-9429 or 573-876-6011 and tell them you want to talk about a Missouri Cattlemen Foundation Contribution.

Remember time is running out!

As always, MCA Membership is the key to the success of the organization. Without producers who back our association our voice is not as strong. Ask your friend, neighbor and fellow cattlemen to join the thousands of cattlemen in supporting the Missouri Cattlemen's Association.

**For more industry news visit:**

[Missouri Cattlemen's Association Website](#)

[Missouri's Cattlemen Foundation Website](#)



[Missouri Beef Industry Council Website](#)

[National Cattlemen's Beef Association Website](#)

[Missouri Department of Agriculture Website](#)

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Do you have questions, comments or suggestions?

Would you like to advertise in our newsletter?

If so, please contact Maureen Hamill at (573) 499-9162 (Ext. 233) or [maureen@mocattle.com](mailto:maureen@mocattle.com).