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*Padre says:*

**“Family is the most important thing in the world.”**

### Good News For Flint Hills Cattlemen At WIBW Information Seminar



The future of the cattle industry is bright. That was the message presented at the Beef Producers Information Seminar Friday morning, kicking off the 25<sup>th</sup> anniversary of the Flint Hills Beef Fest at the Emporia fairgrounds. The program was coordinated and moderated by Farm Director Kelly Lenz of AM 580 WIBW, host for the educational meeting that began with a pancake and sausage breakfast. Drought conditions, cowherd dispersions, fluctuating market values, higher input costs and increased government regulations are having ramifications on the industry, the panelists told the 268 cattlemen attending from more than a 300-mile

radius of Emporia.

“It is a challenging industry,” granted Bill Donald, Melville, Montana, rancher who serves as president of the National Cattlemen’s Beef Association.

“We won’t be successful without teamwork,” emphasized the third generation cattleman. “I’m very bullish on the cattle business,” Donald said. “I’ve told my boys, ‘We’ve got to get cowed up. This thing is going to get good.’”

Donald’s reasons for optimism:

- \* U.S. exports are booming, with markets formerly closed or restricted to the U.S. reopening.
- \* The world’s population is expanding. And, as living standards continue to improve – particularly in developing countries – the world will demand more protein.
- \* This demand growth is coming at a time when U.S. cow numbers are comparable to the low levels of the 1950s.

“I think we’ll see record prices, but there’ll also be record inputs,” Donald analyzed.

### Year Around Grazing Increases Profitability



Reducing or eliminating high costs of harvesting and feeding hay enhances cattle production profitability.

“To do that, producers must get the most out of their pastures,” according to Jim Gerrish at the Kansas Rural Center’s Grazing Workshop during the Flint Hills Beef Fest in Emporia.

Coordinated by Mary Howell, the day-long educational session, advertised on AM 580 WIBW, was hosted by the Whiting-based private non-profit research, education and advocacy organization.

“Farming and ranching is really the business of capturing solar energy and turning it into a salable product,” Gerrish stated.

“Using a management-intensive grazing strategy allows you to harvest a higher percent of the early forage production,” he emphasized.

As much as 80 to 90 percent of annual forage production can be used by grazing animals in highly managed systems.

It is economically essential to graze as many days of the year as possible.

### ‘Large Crowd, Active Bidders’



“We had a large crowd and very active bidders on almost all classes of merchandise for the consignment sale at our auction facility in Osage City,” reported Wayne Wischropp of Beatty & Wischropp Auctions.

“Just a few highlights” of the August 13 auction, advertised on AM 580 WIBW, were reported by Wischropp:

- Vermeer Super I baler, \$3,200; Vermeer disc mower, \$7,750; Vermeer wheel rake, \$2,450; Club Car golf cart, \$2,400; JD 215 L&G mower, \$1,075;
- 1972 Ford F600 farm truck, \$5,350; 1972 Chevy C70 farm truck with some damage, \$4,000; 2007 Chevy Malibu 36,000 miles, \$11,000.