

# HEY NEIGHBOR

By Frank J. Buchman

Volume XV, Edition 317 - September 16, 2015  
Two Story Edition - Cattle Profit Seminar, Truck & Tractor Pull



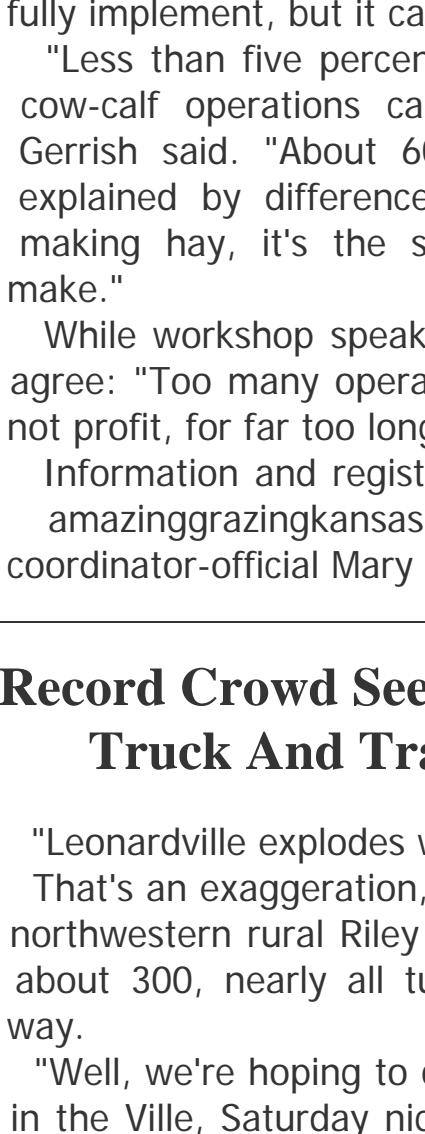
## Dim Crystal Ball Outlook Analyzation For Livestock Industry Set At Topeka Session

Cattlemen have experienced the best times in history, and even with dips here and there, today's markets approach all-time levels, despite warnings "numbers are increasing."

Realists know what comes up will always come down, and the higher it's flying the farther it falls. Likewise, history always repeats itself, in one form or another.

Before, land market has gone up and come down, cattle prices have gone up and yet always ended up lower.

Best example of return to reality commodity fluctuations is the most recent corn price deterioration from peaks, and further declines most likely forthcoming, notwithstanding unpredictable natural reduction in harvest.



An agriculture economics forecaster for many years, Bill Helming will discuss the cattle outlook during an Economics of the Livestock Industry Workshop, September 21-21, in Topeka.

Well, it sure can occur to the beef industry, and perhaps sooner than later, quicker than some think and have predicted, probably one should admit: "back to reality."

"Beef is simply too high priced," according to one with more experience than anybody in predicting futures for cattlemen. "Beef needs to become more affordable," emphatically stated Bill Helming, agribusiness consultant and economist.

"Since 1946, the beef industry has lost 46 percent of its market share. Any business with that decline ought to reevaluate thinking about what

they might be doing differently to turn the trend around in a positive direction," insisted the first chief economist for the National Cattlemen's Beef Association, and founder of CattleFax, global leader in beef industry.

"The good news is that it can be done. The bad news is that the beef industry isn't doing that so far," Helming emphasized.

Those attending the Economics of the Livestock Industry Workshop, September 21-21 at Topeka's Ramada Inn will the opportunity to hear Helming's analysis of the beef industry, followed by a sobering opinion of where it could be headed without business changes.

Jim Gerrish of Amazing Grazing Lands Services LLC, May, Idaho, is to also be on the program answering his own question to cattle producers: "Are you in it for production or profit?"

The workshop advertised and promoted heavily on 580 WIBW, [www.WibwNewsNow.com](http://www.WibwNewsNow.com), and the

Kansas Agriculture Network is sponsored by Amazing Grazing, a collaboration of the Kansas Farmers Union and the Kansas Graziers Association.

At an Economics of the Livestock Industry Workshop, September 21-21, in Topeka, Jim Gerrish, independent grazing lands consultant, is to review profitability in the beef industry.

"Four years ago, the typical coast-to-coast supermarket price for steaks was about \$4 a pound. It's double that now," Helming verified.

"Beef is a very good product, it's a safe product, but it is a lot higher in price. The beef industry is making a major mistake by not figuring out a way to lower beef costs," the economist emphasized.

During the past 39 years, consumption of chicken rose a little more than one pound per person per year, while beef consumption declined about the same amount. "That's a gain for the chicken market, and the beef industry is not paying attention to the consumer," Helming clarified.

One solution would be to eliminate feedlots for cows destined for the ground beef market. "We have a beef grading system in the U.S., such that every animal that leaves the ranch ends up going through a feedlot and eating grain. That just increases costs. We can produce quality ground beef without going through a feedlot," Helming claimed.

Looking at beef business profits from another direction, Gerrish thinks hay processing should be eliminated from the c industry.

"Getting out of the hay business is a quick solution to cattle profits. The only one, actually, but it's a huge shift for many ranchers," Gerrish said. "It'll require effort and will take years to fully implement, but it can be done."

"Less than five percent of the variation in profitability among cow-calf operations can be explained by weaning weights," Gerrish said. "About 60 percent of the variation in profit is explained by differences in feed costs. If you can eliminate making hay, it's the single most profitable change you can make."

While workshop speakers are discussing different topics, both agree: "Too many operations have been focused on production, not profit, for far too long. That has to change."

Information and registration for the workshop are available at [amazinggrazingkansas.com](http://amazinggrazingkansas.com), or by contacting seminar coordinator-official Mary Howell, 785-562-8726.

## Record Crowd Seen For 'Thunder In The Ville' Truck And Tractor Pulling Competition

"Leonardville explodes when the Outlaws come to town."

That's an exaggeration, with a certain truth to it as well, for the northwestern rural Riley County community with a population of about 300, nearly all tuned to production agriculture in some way.

"Well, we're hoping to draw about 3,000 people to the Thunder in the Ville, Saturday night, Sept. 19, which would be nearly 10 times our regular population," clarified Marvin Mugler.

To get everything in complete perspective, it'll be a truck and tractor pull sanctioned by the Outlaw Truck and Tractor Pulling Association, with Doug Roberts, official of the Carthage, Missouri, based organization, in attendance ramrodding along, with his dedicated road crew.

Engines roar, smoke fills the sky and there'll be a definite air-filled odor of power fuels when competition get underway at 7 o'clock, at the Thunder in the Ville grounds, located at Leonardville's intersection of Highway 24, and Alembic Road.

Yet, the crowd will start gathering as soon as the gates open at 4:30, and there'll be spectators of all ages from tots to the most-mature, slow-to-get-around, according to Mugler, who's long been involved in such events from mechanizing, hauling, driving and promoting.



It's all in the family, too, with Dennis Hagenmaier, showgrounds property owner and event promoter, along with Lori Anderson, specifically, assisting, plus others from the community and those from far and wide helping wherever asked.

Advertised and promoted on 580 WIBW, The BIG 94.5 Country, [www.WibwNewsNow.com](http://www.WibwNewsNow.com) and the Kansas Agriculture Network, "There'll be truck and tractor pullers from Kansas but also from throughout the Midwest; a number from Texas, Ohio, Iowa, Illinois and several from Missouri and Nebraska, all pulling for points and yearend awards in the 'Outlaw' association," Mugler said.

"In the seven classes scheduled, there'll be three for tractors and four truck divisions, so we'll probably have more than 50 hooks to the Ironman pulling sled," he added.

In order for everybody to get full impact of the nitty and gritty of the smoky, noisy, smelly excitement of competition, "The Big Jumbotron will be there for replays so you don't miss any action," Mugler promised.

While looking forward to the day, Mugler analyzed, "We've had more than 2,000 in attendance several times, but based on the interest and most anticipated tough competition for Saturday, coupled with an 'Outlaw'-sanctioned event Sunday at the Kansas State Fair in Hutchinson, we expect the largest crowd ever."

Information is available at [outlawpulling.com/event/leonardville](http://outlawpulling.com/event/leonardville), or Mugler can be called at 785-632-1984, even though he's pretty busy getting everything in shape for the community-packed event.

### Padre Says:

**"If God had intended for today to be perfect,  
He wouldn't have invented tomorrow."**

**Frank J. Buchman**

Marketing Consultant

Direct: 785-228-7259 Cell: 785-499-3063

E-mail: [frank.buchman@wibwradio.com](mailto:frank.buchman@wibwradio.com)

Website: [www.frankjbuchman.com](http://www.frankjbuchman.com)

PO Box 1818

1210 SW Executive Drive, Topeka, Kansas 66615

**94.5 COUNTRY 580 WIBW**

**KANSAS AG network**

**team W ADVERTISING**

[Forward this email](#)

[SafeUnsubscribe™](#)

This email was sent to carol.gallmeyer@gmail.com by [frank.buchman@morris.com](mailto:frank.buchman@morris.com) |

[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).

AM 580 & 94.5 Country WIBW Radio | 1210 SW Executive DR | Topeka | KS | 66615