

Attachment A

NC Convention Coverage • Blockchain Technology • COOL

NEBRASKA CATTLEMAN

The ONLY publication dedicated to the Nebraska cattle industry.



February 2020 • Volume 76 • Issue 2

Non-Profit Org
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PAID
Lincoln, NE
Permit No. 445

Funding for the publication of this informational page is provided through a cooperative agreement between the **Nebraska Department of Agriculture** and **USDA's Animal and Plant Health Inspection Service**.



United States Department of Agriculture

Animal and Plant
Health Inspection
Service

April 2019

Advancing Animal Disease Traceability: A Plan to Achieve Electronic Identification in Cattle and Bison



Animal disease traceability helps animal health officials know where diseased and at-risk animals are, where they've been, and when. This information is essential during a disease outbreak. USDA is currently working to strengthen its traceability system to protect the long-term health, marketability and economic viability of the U.S. livestock industry. Achieving this goal is only possible through continued federal, state and industry collaboration. USDA is committed to keeping our partners informed about our plans and progress as we work together to build the traceability system.

While there are several steps USDA needs to take in order to strengthen its traceability system, the most essential one is to move from metal identification tags to electronic identification tags in beef and dairy cattle, as well as in bison. The electronic tags use radio frequency identification (RFID), which speeds information capture and sharing.

RFID Benefits

The change to RFID will greatly enhance animal health officials' ability to locate specific animals quickly during an outbreak. It might have taken weeks or months to determine which animals need to be tested using paper records, but with electronic identification (ID), it could be as short as a few hours. This helps producers by significantly reducing the number of animals involved in disease investigations. It will also help animal movements from affected areas happen more quickly – while still ensuring no one else receives exposed animals.

Implementing RFID

After the transition, animals that move interstate and fall into specific categories will need official, individual RFID ear tags. This does not include feeder cattle. Under the current regulations feeder cattle as well as other cattle and bison that move directly to slaughter do not require individual identification.

IMPLEMENTATION TIMELINE

USDA understands producers need time to transition to RFID and will work with the National Assembly of State Animal Health Officials to establish manageable milestones to achieve this goal.

Phase 1

USDA will discontinue providing free metal tags. However, approved vendors will still be permitted to produce official metal tags for one additional year. Approved vendor tags will be available for purchase on a State-by-State basis as authorized by each State animal health official.

Phase 2

USDA will no longer approve vendor production of metal ear tags with the official USDA shield. Accredited veterinarians and/or producers can no longer apply metal ear tags for official identification and must start using only Official RFID tags.

Phase 3

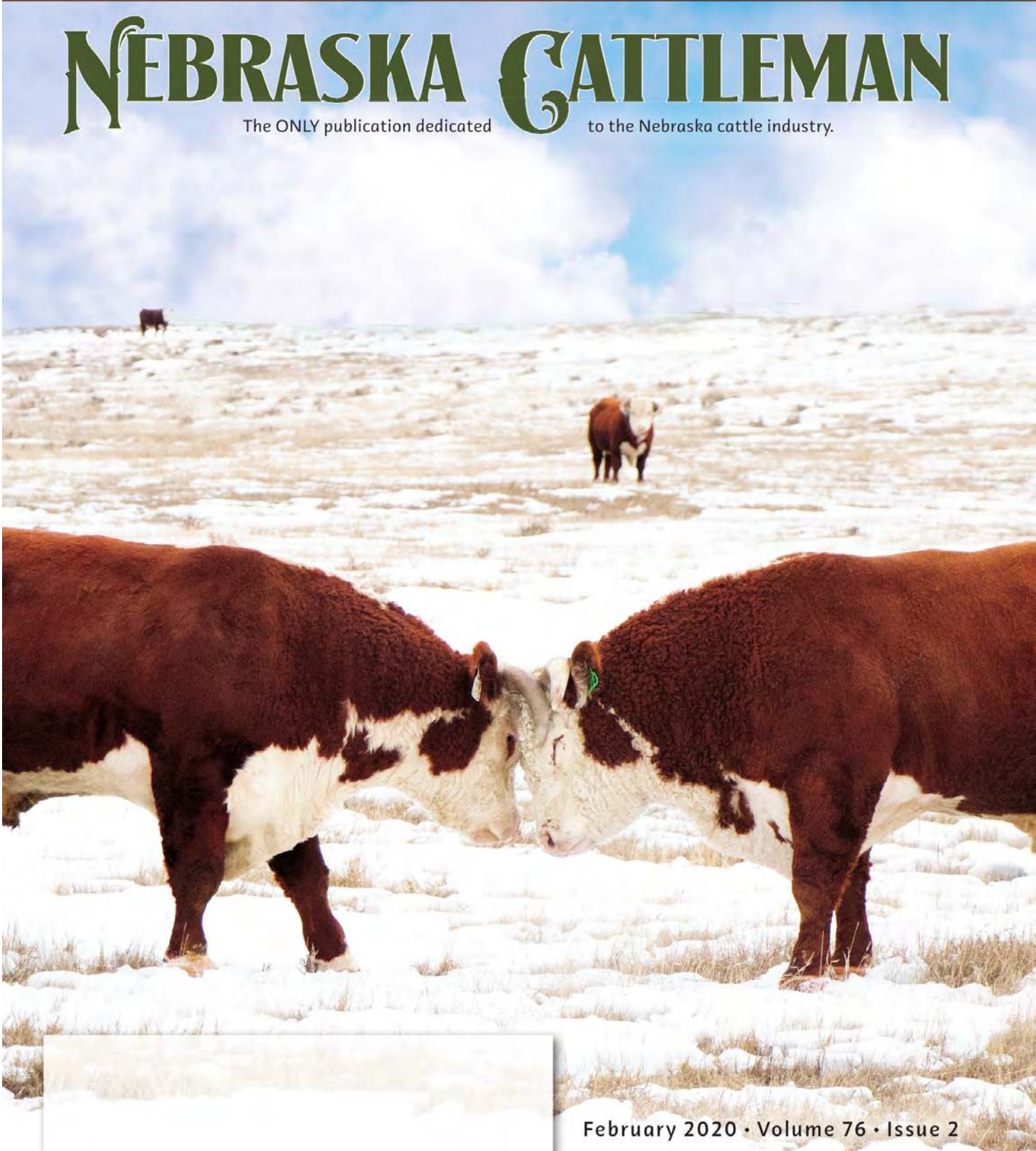
RFID ear tags will be required for beef and dairy cattle and bison moving interstate that meet the above requirements. Animals previously tagged with metal ear tags will have to be retagged with RFID ear tags in order to move interstate. Feeder cattle and animals moving directly to slaughter are not subject to RFID requirements.

Attachment B

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Attachment C

NEBRASKA CATTLEMAN ILLUSTRATED AD SIZES

| | | |
|---|---|--|
| Bleed Page 8.375" x 11" | Full Page 7.25" x 9.856" | 2/3 Page Vertical 4.75" x 9.856" |
| 2/3 Page Horizontal 7.25" x 6.5" | Junior Page 4.798" x 7.5" | 1/2 Page Vertical 3.578" x 9.856" 1/3 Page Vertical 2.32" x 9.856" |
| 1/2 Page Horizontal 7.25" x 4.875" | 1/3 Page Rectangle 4.75" x 4.875" | 1/4 Page Vertical 3.578" x 4.75" |
| 1/3 Page Horizontal 7.25" x 3.375" | 1/4 Page Rectangle 4.75" x 3.75" | Market Place 2.32" x 2" Column Inch 2.32" x 1" |
| NC Website, NC Insider e-newsletter, Magazine Announcement e-blast Banner: 540 x 90 pixels 72 dpi; jpg; RGB; file size no larger than 30k | | NC Online Magazine Banner: 2500 x 60 pixels (content aligned left and maximum of 1,300 pixels wide) Cover page online: 600 x 300 pixels |

IN-STATE & REGIONAL ADVERTISING
Amber Coleman / acoleman@necattlemen.org
cell: 402.340.1588

NATIONAL ADVERTISING
The Powell Group / Wendy McFarland
wendy.mcfarland@powellgroup.biz
4162-B Carmichael Ct. / Montgomery, AL 36106
phone: 334.271.6100 / cell: 334.652.9080 / fax: 334.271.6400

OWNER / PUBLISHER
Nebraska Cattlemen
4611 Cattle Drive / Lincoln, NE 68521-4309
Mike Fitzgerald / Editor / NCmag@necattlemen.org
phone: 402.475.2333 / fax: 402.475.0822

PRODUCTION / SERVICE PARTNER
BluePrint Media LLC / Lisa Bard / lbard@blueprintma.com
phone: 970.498.9306

AD SPECIFICATIONS

Digital print-ready ads

- Print-ready means the ad is complete and needs no alteration.
- Print-ready ads should be submitted in electronic format as press-optimized, high-resolution PDFs with all fonts and graphics embedded.
- We also accept native files in InDesign, Photoshop or Illustrator with all linked graphics and fonts.
- We DO NOT accept Word, Powerpoint, Excel or Publisher files or documents, or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered for ads we design.

Materials for ads we design

- We accept ad materials in the following formats:
- Ad copy faxed or mailed to us or emailed to us as a Word or text file.
 - Photographs emailed to us in high resolution digital form or mailed to us for scanning.
 - Graphics (logos) emailed to us in high resolution digital form or mailed to us for scanning.
 - Materials not acceptable: Tear sheets from magazines or photos cut from tear sheets; any graphic placed in Word; low-resolution photographs; low-quality graphics; images taken from websites; Microsoft Publisher files.

Color

We use CMYK process color throughout the magazine. PMS colors are available for an additional charge. Color in *NC Insider* and on our website is RGB.

Photographs

If using a digital camera, shoot at the highest quality mode (1200 x 800 minimum). Do NOT reduce file size when emailing a photo, as it reduces the quality.

Electronic transfer guidelines

We accept material via email, Dropbox, direct link or placed on our FTP site. Call for FTP instructions.

Mechanical specs | page size

- Trim page size: 8.125" x 10.75"
- Bleed: 8.375" x 11.0"
- Live area: 7.25" by 9.856"
- 3-column format, 14 pica (2.32" column)
- Printed heatset web. 70-lb. cover and 60-lb. body, gloss stock
- Saddle-stitch binding

NC Insider e-newsletter ads

- *NC Insider* advertisers should provide digital ads as a 540 x 90 pixel, 72 dpi, RGB jpeg.

NC website ads

- NC website advertisers should provide digital ads as a 540 x 90 pixel, 72 dpi, RGB jpeg.

NEBRASKA CATTLEMAN
The ONLY publication dedicated to the Nebraska cattle industry.



2020 Updated Member Media Guide & Rate Card

If your target market is cattle ranchers, feeders and famers, **Nebraska Cattleman** is a unique vehicle to help promote and sell your products to them. We offer value for your promotion investment – with a **great circulation** and **competitive rates** packaged with **original, insightful content**.

Nebraska Cattleman reaches:

- 15,150 cattle producers across Nebraska and surrounding states (55% of them also have crop enterprises)
- 80% of Nebraska beef cow operations
- 65% of the in-state finished fed cattle

Nebraska is the Beef State

- A top U.S. cattle-on-feed state
- #1 for U.S. red meat production
- 1.94 million beef cows
- 2.75 million head on feed

Digital Benefits:

- Fully digital editions, including mobile, of our *Nebraska Cattleman* magazine online at www.nebraskacattlemen.org.
- Live links to your website address and email address in our digital magazine.
- Leverage both print and digital advertising; the digital version is emailed to members before the printed version is available. In addition to being posted on the NC website optimized for mobile devices, it also reaches readers via NC's social media.
- We make your ad fully mobile and social.

Nebraska Cattleman is the official publication of the Nebraska Cattlemen association. Readers are seedstock and commercial ranchers and feeders who are association members and non-members – and more than half also produce crops. Nebraska Cattleman reaches more than **15,150** cattle and crop producers in the Beef State for an **annual readership of 151,500**. It is published 10 times a year and delivered the first of the month to readers in Nebraska and surrounding states.



85% are cow-calf producers
28% are feedlot operators
19.5% are farmer-stockman operators
18.5% are seedstock producers

41% own more than 150 cows
16% own 300–700 cows
8% own more than 700 cows
29% operate feedlots with 3,000–30,000 head

55% produce crops
66% own or rent 100–1,000 acres of hay ground
44% own 2,000–40,000 acres

44% maintain 11–50 miles of fence
14% maintain 51–100 miles of fence
9% maintain 100+ miles of fence

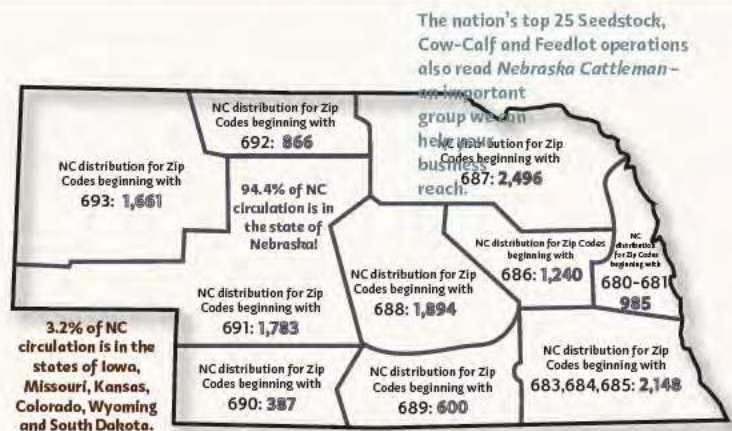
53% gain more than half their income from cattle enterprises
72% of readers replace 1–15 herd bulls yearly
82% produce hay
98.6% own/utilize a pickup
60% own horses
77% own ATVs
94% buy a variety of insurance coverages
88% own livestock handling equipment
48% own irrigation equipment
84% use minerals and supplements
79% use herbicides on pastures
55% use fertilizer
37% use A.I. or embryo transfer
28% use grass seed

PURCHASING POWER FOR CATTLE & CROPS

Seedstock, ranch, farmer-stockman or feedlot – our readers raise and harvest forages and grains, purchasing equipment and supplies to do so. Nebraska Cattleman readers buy a full range of products and services to produce and feed cattle and to raise crops. If **your target market** is cattle producers and feeders, **55% of whom also produce crops**, Nebraska Cattleman is a unique vehicle for helping you promote and sell your products to them.

2020 EDITORIAL CALENDAR

| | |
|------------------|---|
| January | Focus on Seedstock • NC Seedstock Directory Bull health maintenance • Genetic evaluation • Bull selection Strategies for seedstock producers • Stock Show previews |
| February | Focus on Cow-Calf Pre-calving considerations • Cow-calf health Pre-breeding nutrition • NC Convention coverage |
| March | Focus on Planting, Pastures & Parasites Pasture management • Conservation • Water quality • Seed Parasite control • Planting/land preparation • Cover Crops |
| April/May | Focus on Breeding & Genetics Cow breeding condition • Breeding plans • AI considerations Reproductive management • Haying equipment • Water management |
| June/July | Focus on Consumers Millennials and beef • Environmental issues • Producer outlook and attitudes • Antibiotic use • Beef demand • Consumer issues |
| August | Focus on Feedlots • NC Feedlot Directory Feedlot resources • Risk management • Biosecurity • Heat stress NC Midyear coverage • State Fair preview • Hay Pricing • Pasture Rent |
| September | Focus on Marketing Fall market outlook • Value-added marketing • Marketing options for cow-calf operators • Marketing plans and strategies |
| October | Focus on Animal Health • NC Allied Industries Council Listing Winter nutrition • New and emerging practices • Weaning practices Managing replacement heifers |
| November | Focus on Issues and Policies • NC Annual Convention National legislative forecast • Industry trends • Sustainability International beef issues and markets • Environmental regulations |
| December | 2021 Outlook Market outlook • Long-term industry forecast Weather outlook • State of Beef coverage |



2.4% of NC circulation is in states other than Nebraska or states not bordering Nebraska.

Nebraska Cattleman readers rank print as their #1 source of ag information.

MARKET ADVANTAGES TO NEBRASKA CATTLEMAN

- 10x frequency rates are your **best value** at 22% off 1x rates.
- Economical advertising cost as low as **\$73/1,000** readers.
- Bonus exposure through **expanded distribution** at cattle-related events across the state and throughout the year.
- Unique editorial **100%** related to beef production requested by readers in our reader survey.

NC INSIDER E-NEWSLETTER & WEB ADVERTISING

NC Insider is an electronic newsletter exclusive to more than 2,300 Nebraska Cattlemen members, sent via email every other Friday afternoon. Each NC Insider has a calendar section, market report, news items relative to current cattle events and updates on staff activities. The NC Insider is exclusive to two top banner ads.

Banner advertising is also available on the Nebraska Cattlemen website: www.nebraskacattlemen.org. Space available for multiple banner ads per page. All ads include a link to a website, pdf or email.

Reach online readers with an ad front and center on the Cover page or with a banner ad, which displays on the top of all pages of the online magazine.

Space reservations for NC Insider and the NC website and online magazine are on a first-come, first-served basis. For more information, contact Amber Coleman at 402.340.1588.



PUBLICATION E-MEDIA RATES

| | |
|----------------------------|-------------------------------------|
| NC Insider e-newsletter | \$300 (1 month) or \$600 (3 months) |
| Web Site banner | \$200 (1 month) or \$400 (3 months) |
| Online magazine banner | \$200 (1 issue) |
| Online magazine cover page | \$200 (1 issue) |
| Magazine e-blast | \$250 (1 issue) |

IN-STATE & REGIONAL ADVERTISING

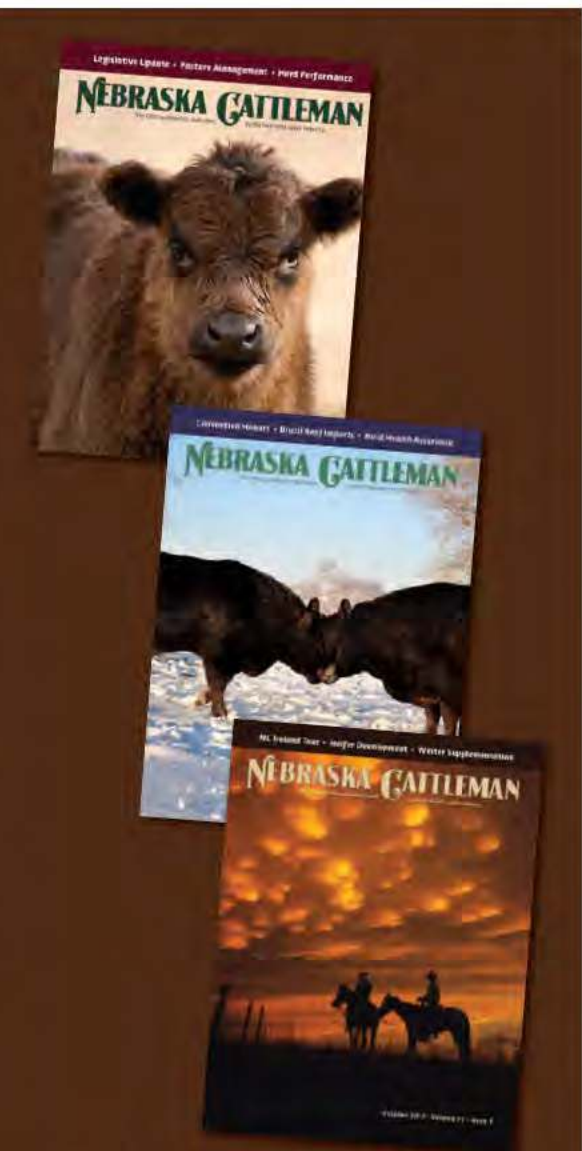
Amber Coleman
acoleman@necattlemen.org / cell: 402.340.1588

NATIONAL ADVERTISING

The Powell Group / Wendy McFarland
wendy.mcfarland@powellgroup.biz
 phone: 334.271.6100 / cell: 334.652.9080 / fax: 334.271.6400

TERMS/CANCELLATIONS

Ad space reserved but not filled will be billed at full rate. Cancellations after closing date will be billed at full rate. Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.



CLOSING DATES

| Issue | Space Reservation | Materials Due | Approximate Delivery date |
|-----------|-------------------|---------------|---------------------------|
| January | Nov. 25 | Dec. 1 | Jan. 1 |
| February | Dec. 24 | Jan. 1 | Feb. 1 |
| March | Jan. 25 | Feb. 1 | March 1 |
| April/May | Feb. 25 | March 1 | April 1 |
| June/July | April 25 | May 1 | June 1 |
| August | June 25 | July 1 | Aug. 1 |
| September | July 25 | Aug. 1 | Sept. 1 |
| October | Aug. 25 | Sept. 1 | Oct. 1 |
| November | Sept. 25 | Oct. 1 | Nov. 1 |
| December | Oct. 25 | Nov. 1 | Dec. 1 |

Want to reach cattle-producer readers who purchase a wide range of inputs to keep their operations thriving?

Contact our friendly, professional sales reps for rates!

Attachment D

https://www.agupdate.com/midwestmessenger/news/livestock/livestock-software-apps-offer-options-for-usda-traceability-requirements/article_3dbb30da-4ddb-11ea-b2cc-a3f232a370bd.html

Livestock software apps offer options for USDA traceability requirements

By Jon Burleson, Midwest Messenger Reporter
Feb 12, 2020



Cows, such as this one wearing identity tags, can be traced and records kept using livestock management software. Eventually, even its new-born calf will be marked and tracked using electronic identification devices.

Submitted photo

With mandatory USDA Animal Disease Traceability rules on the horizon, livestock management software has become more than useful, it has become necessary.

According to a USDA announcement, official electronic radio-frequency identification ear tags will be required as of Jan. 21, 2023. Fortunately, there are already several software platforms from which producers can choose what is best for their operation.

The Livestocked app, by Livestocked LLC, is rated as one of the top eight software apps for cattle producers. It offers multi-species and multi-breed herd and flock management.

“Our app is not just herd management software,” said James Cullis, marketing specialist for Livestocked. “It’s business software.”

It is set-up to facilitate EID (840 tags) and simplifies cross-farm traceability. The software can also put QR codes on packing beef, he said.

Another top livestock app is the Agritec app by Agritec Software. Primarily a swine operation app, Agritec can be adjusted for many livestock species.

“Our biggest market is swine,” said Barb Jesse, sales and support for Agritec. “The user can modify it for different species: Dairy, sheep, cattle, even rabbits (in Europe that’s a thing).”

While not RFID-ready initially, the tremendous flexibility of the app allows it to become EID-adaptable, she said.

CattleMax, by CattleMax software, is an industry leader in using EID with USDA regulations, said Kristen Evans, software support representative for CattleMax.

“Our app works with EID via an Excel file,” she said. “The CattleMax app also works with Tru-Test gear and Allflex Livestock Monitoring platforms.”

While all three applications are capable of complying with USDA regulations, each company offers distinct differences to ranchers, as well.

Cullis said Livestocked, which is focused on grazing operations, approaches herd management from the business side of things. Producers can track how much money each animal has invested in it.

“A lot of people don’t know how much and where money is going into their cattle,” he said. “Understanding costs is key to a successful operation.”

Jesse said Agritec allows producers to customize data reports to their specific operation, location and breed.

Mostly for cow-calf operations, CattleMax prides itself on being cattle producers working for cattle producers, Evans said.

“We’ve had 21 years in the business. There’s not a problem our customers face that one our staff hasn’t faced,” she said. “We are all working ranchers. I use CattleMax on my herd.”

Flexibility is the trademark for Agritec, Jesse said. Producers can customize and modify reports and different methods of updating data. They can install the app on their own computer or use cloud-based storage.

“They get a virtual desktop,” Jesse said. “It would also include a website address.”

Livestocked also has cloud service for housing data, Cullis said. With their app, producers can track how many head were on a pasture and for how long over the past year. It also has feed management capabilities.

Detailed reports about treatments, processing, health records and breeding can be generated.

“Every time you tell the system what you’ve done, it records that info in several separate data boxes,” Cullis said. “You can recall that data in various sets.”

With CattleMax, everything is cloud-based. The app will record all the basic information cow-calf operations need to track, including herd rotation and the all-important breeding records.

“The data goes into Excel files and does group updates. Ranchers can group cattle into whatever sets need to be tracked together,” Evans said. “It can work with commercial herds and registered herds or a mix.”

If ranchers wish, they can download the Tagmax app. It is a free app and an off-line tool, Evans said. TagMax is an app that is designed for the Allflex RS420 stick reader and LPR EID readers. This gives ranchers the ability to scan data quickly, she said.

Livestocked has a mobile app that allows a producers phone to automatically compile data as the cattle move through the chute, Cullis said.

“Our mobile app is a time saver in the yard,” he said. “We’ve worked hard to simplify for yard-work and collecting max data in real-time.”

Jon Burlison can be reached at jon.burlison@lee.net.

Attachment E


MANAGEMENT
ZACTRAN™
(gamithromycin)

150 mg/mL ANTIMICROBIAL

NADA 141-328, Approved by FDA

For subcutaneous injection in beef and non-lactating dairy cattle only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

READ ENTIRE BROCHURE CAREFULLY BEFORE USING THIS PRODUCT.**INDICATIONS**

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

CONTRAINDICATIONS

As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.

DOSE AND ADMINISTRATION

Administer ZACTRAN one time as a subcutaneous injection in the neck at 6 mg/kg (2 mL/110 lb) body weight (BW). If the total dose exceeds 10 mL, divide the dose so that no more than 10 mL is administered at each injection site.

| Body Weight (lb) | Dose Volume (mL) |
|------------------|------------------|
| 110 | 2 |
| 220 | 4 |
| 330 | 6 |
| 440 | 8 |
| 550 | 10 |
| 660 | 12 |
| 770 | 14 |
| 880 | 16 |
| 990 | 18 |
| 1100 | 20 |

Animals should be appropriately restrained to achieve the proper route of administration. Use sterile equipment. Inject under the skin in front of the shoulder (see illustration).



The Safety Data Sheet (SDS) contains more detailed occupational safety information. To report suspected adverse drug events, for technical assistance, or to obtain a copy of the SDS, contact Boehringer Ingelheim Animal Health USA Inc. at 1-888-637-4251. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS, or online at www.fda.gov/reportanimalae.

RESIDUE WARNINGS: Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

PRECAUTIONS

The effects of ZACTRAN on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection of ZACTRAN may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter.

ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

EFFECTIVENESS

For information on effectiveness, the product label in full can be found at https://www.zactran.com/sites/default/files/pdfs/Zactan_Label.pdf

Marketed by Boehringer Ingelheim Animal Health USA Inc. Duluth, GA 30096

Made in Austria

ZACTRAN is a registered trademark of the Boehringer Ingelheim Group. ©2019 Boehringer Ingelheim Animal Health USA Inc. All rights reserved. M088812/03 US Code 6411 Rev. 01/2019

Clearing Up the Confusion of USDA Mandatory ID

Confusion—that is likely the best way to describe the general consensus among cattlemen when it comes to mandatory identification for breeding age cattle that move from state to state.

In September 2018, the USDA announced four goals regarding Animal Disease Traceability (ADT): encourage the use of electronic identification for animals that move interstate under the current ADT regulation; enhance electronic sharing of basic animal disease traceability data; enhance the ability to track animals from birth to slaughter; and increase the use of electronic health certificates. With those goals in mind, the USDA posted a fact sheet in April 2019 that electronic ID would be required of all cattle beginning January 2021 that are not exempt from the ADT regulations. As part of that announcement, metal ear tags currently used for official identification would be transitioned to RFID tag.

Then in October 2019, USDA removed that factsheet after receiving feedback from the livestock industry, and an Executive Order from President Trump stating the need for transparency and communication on these issues before placing new requirements on American farmers and ranchers.

Posting, and then subsequently removing the guidance has been confusing, according to Dr. Jessica Watson, associate director of animal health policy with NCBA.

This does not apply to cattle that remain in state, she said. It only applies to cattle that cross state

lines and are sexually intact cattle 18 months and older, cattle of any age used for rodeo, shows, exhibitions or events, and certain dairy cattle. The regulations do not apply to feeder cattle, or cattle headed to a processing facility.

Colorado State Veterinarian Dr. Keith Roehr said the USDA feels they already have rules in place to accomplish what they want to do, but are soliciting comments from producers, veterinarians, and external stakeholders before moving forward again with their timeline, calling this just a delay.

“The USDA currently requires (as of 2013) that all adult cattle have official ID before crossing state lines. State animal health officials and many producers understand the value of using official ID. What still needs to be considered, however, is the potential to use other types of official ID for interstate movement. Electronic tags, or visual tags that are already official ID, can be used. If someone vaccinates for brucellosis they can still use the orange metal clip tags, but USDA has stated that if they already have official ID they don’t have to use orange metal clips. They could use existing official ID to put on the official vaccination documents or upgrade that ID to an orange electronic ID or button tag,” he says.

Not sure if your next load of cattle need official ID? The website, www.interstatelivestock.com has an interactive feature to help determine the requirements of cattle.



Attachment F

Nebraska Agriculture Fact Card

A cooperative effort of the Nebraska Department of Agriculture
and USDA NASS, Nebraska Field Office

February 2020

Nebraska's Top National Rankings

- 1st Beef and veal exports, 2018 – \$1,318,500,000
Commercial cattle slaughter, 2019 – 7,666,300 head
Great Northern bean production, 2019 – 749,000 cwt. (38,049,200 kg)
Popcorn production, 2017 – 368,620,976 lbs. (165,879,439 kg)
- 2nd All cattle and calves, Jan. 1, 2020 – 6,800,000 head
All cattle on feed, Jan. 1, 2020 – 2,600,000 head
Commercial red meat production, 2019 – 8,289,800,000 lbs. (3,769,190,029 kg)
Ethanol production, Jan. 2019 – 2,186,000,000 gallons
Pinto bean production, 2019 – 845,000 cwt. (42,926,000 kg)
Proso millet production, 2019 – 3,286,000 bushels (74,526,480 kg)
Light red kidney bean production, 2019 – 145,000 cwt. (7,366,000 kg)
Bison, 2017 – 28,047 head
- 3rd Corn for grain production, 2019 – 1,785,420,000 bushels (45,349,668,000 kg)
Corn exports, 2018 – \$1,476,600,000
Cash receipts from all livestock and products, 2018 – \$11,914,468,000
- 4th Beef cows, Jan. 1, 2020 – 1,922,000 head
Total animal products exports, 2018 – \$1,848,400,000
Soybean production, 2019 – 283,140,000 bushels (7,701,408,000 kg)
All dry edible bean production, 2019 – 1,883,000 cwt. (95,656,400 kg)
Cash receipts from all farm commodities, 2018 – \$21,117,971,000
Land in farms and ranches, 2018 – 45,000,000 acres (18,210,854 ha)
- 5th Soybean exports, 2018 – \$1,218,700,000
Alfalfa hay production, 2019 – 3,610,000 tons (3,274,992,000 kg)
Harvested acres of principal crops, 2019 – 18,777,000 acres (7,510,800 ha)
Cash receipts from all crops, 2018 – \$9,203,503,000
- 6th Agricultural exports, 2018 – \$6,802,300,000
All hogs and pigs on farms, Dec. 1, 2019 – 3,750,000 head
Commercial hog slaughter, 2019 – 8,013,200 head
All hay production, 2019 – 6,085,000 tons (5,520,312,000 kg)
Grain sorghum production, 2019 – 12,090,000 bushels (307,086,000 kg)
- 7th Sugar beet production, 2019 – 1,069,000 tons (9,796,800 kg)
Sunflower production, 2019 – 44,850,000 lbs. (20,182,500 kg)
Pork exports, 2018 – \$246,800,000
- 8th Winter wheat production, 2019 – 55,290,000 bushels (1,503,888,000 kg)

Nebraska Ag Facts

- Cash receipts from farm marketings contributed more than \$21 billion to Nebraska's economy in 2018 and 5.7% of the U.S. total.
- Nebraska's 10 leading commodities (in order of value) for 2018 cash receipts are cattle and calves, corn, soybeans, hogs, wheat, dairy products (milk), misc. crops, hay, chicken eggs, and potatoes.
- Every dollar in agricultural exports generates \$1.28 in economic activities such as transportation, financing, warehousing and production. Nebraska's \$6.8 billion in agricultural exports in 2018 translate into \$8.7 billion in additional economic activity.
- Nebraska's top five agricultural exports in 2018 were corn, beef and veal, soybeans, feeds and fodders, and processed grain products.
- Nebraska had 45,900 farms and ranches during 2018; the average operation consisted of 980 acres (397 ha).
- In 2018, Nebraska ranked second in ethanol production capacity, with 25 operating plants having production capacity of more than 2.6 billion gallons.
- Livestock or poultry operations were found on 48% of Nebraska farms.
- The top five counties ranked by agricultural sales in 2017 were Cuming, Custer, Lincoln, Dawson and Platte.
- In 2016, Nebraska was 13th nationally in certified organic cropland acres (81,583) (33,015 ha.) and ranked 12th in certified organic pasture acres (25,788) (10,436 ha).
- 1 in 4 jobs in Nebraska are related to agriculture.
- The average age of a Nebraska principal operator was 56.4 in 2017.
- From east to west, Nebraska experiences a 4,584-foot elevation difference, and the average annual precipitation decreases by one inch every 25 miles, allowing Nebraska to have a diverse agricultural industry from one side of the state to the other.

Nebraska's Natural Resources

- Nebraska's farms and ranches utilize 45 million acres (18,210,854 ha), 92% of the state's total land area.
- Nebraska is fortunate to have aquifers below it. If poured over the surface of the state, the water in those aquifers would have a depth of 37.9 feet (11.6 meters).
- Nearly 80,000 miles of rivers and streams add to Nebraska's bountiful natural resources.
- There are 22 million acres (8,915,803 ha) of rangeland and pastureland in Nebraska, half of which are in the Sandhills.

Sources: USDA NASS, USDA ERS, USDA FAS, Global Ag Trade System
Nebraska Department of Agriculture - phone 402-471-2341

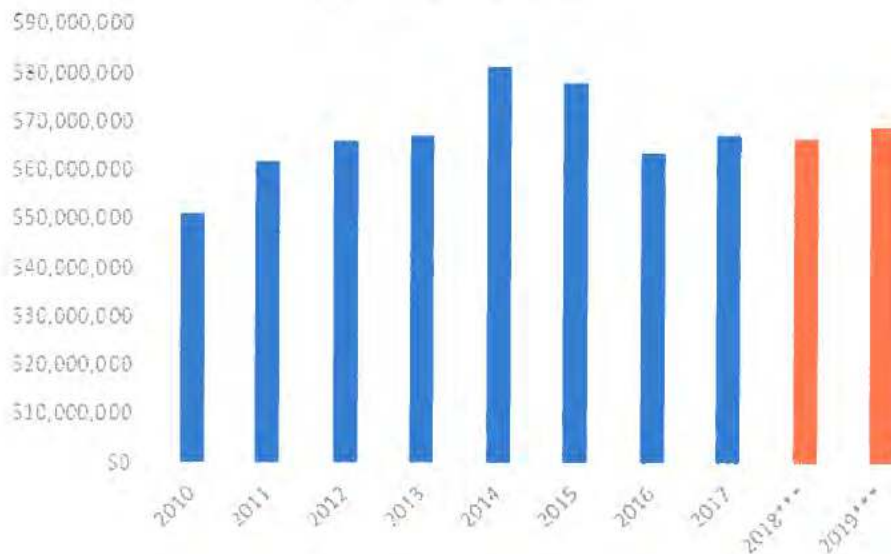
 Home / Producers / Industry Statistics

Industry Statistics

Beef Industry Overview

- Most unique and complex lifecycle of any food, includes variety of segments
- Takes 2-3 years to bring beef from farm to fork

All Cattle and Calves¹



¹Data accessed 5/30/19 <https://data.ers.usda.gov/reports.aspx?ID=17832>

***Forecasted Values

ALL CATTLE AND CALVES

| | |
|---------|--------------|
| 2010 | \$51,246,136 |
| 2011 | \$62,321,217 |
| 2012 | \$66,090,126 |
| 2013 | \$67,457,442 |
| 2014 | \$81,478,368 |
| 2015 | \$78,128,981 |
| 2016 | \$63,672,844 |
| 2017 | \$67,351,377 |
| 2018*** | \$66,510,424 |
| 2019*** | \$69,167,213 |

Evolution of Beef Industry

- The U.S. beef production system used to be inefficient- cattle were moved around based on the location of grass at any given time
- The first widespread early cattle feedyards in the nation were built by cottonseed oil-mill operators in the 1850s to utilize mill by-products
- Around 1914, due to a drop in the number of cattle, we started feeding cattle at an earlier age, which resulted in higher-quality meat

U.S. Beef Community

- Beef Cattle are raised in all 50 states
- Average age of a principle beef cattle rancher is 57.4
- 913,246 total cattle & calf operations². Of these:
 - 727,906 are beef farms and ranches. Of these:
 - 91% are family-owned or individually-operated
 - 11% are operated by women
 - 26,586 are engaged in cattle feedlot production. Of these:

- 80% are family-owned or individually operated
 - 5% are operated by women
 - 64,098 are milk cow operations
- All Cattle and Calves
 - 94.8 million - up slightly from 2018 (94.3 million)
- All Cattle on Feed
 - 14.4 million head - 2% increase from 2018 (14.1 million)
 - >1000 head capacity - 81.3% of cattle on feed
- Cows: Beef Cows
 - Beef: 31.8 million - 1% increase from 2018
 - Dairy: 9.35 million - 1% decrease from 2018
- Cows and Heifers that Calved
 - 41.1 million - 1% increase from 2018 (40.9 million)
- 2018 Calf Crop
 - 36.4 million head - 2% increase from 2017
 - Jan - June Calves
 - 26.6 million - 3% increase from 2017
 - July - Dec Calves
 - 9.8 million (27% of the total 2018 calf crop)
- Heifers over 500lbs
 - 20.2 million
 - Beef Replacement Heifers
 - 5.92 million head - 3% decrease from 2018
 - Milk Replacement Heifers
 - 4.7 million head - 1% decrease from 2018
 - Other Heifers
 - 9.6 million head - 3% increase from 2018
- Steers over 500lbs
 - 16.6 million - 1% increase from 2018
- Bulls over 500lbs
 - 2.26 million
- Calves under 500lbs
 - 14.5 million - 1% increase from 2018
- Slaughter
 - Commercial Slaughter: 33 million
 - Calf: 579,800
 - Federally Inspected Slaughter: 32.5 million
 - Steer: 16.6 million
 - Heifer: 9.2 million
 - Cow: 6.2 million
 - Beef Cows - 3.02 million
 - Dairy Cows - 3.2 million
 - Bull: 537,600
 - Calf: 571,400
 - U.S. Beef Production

- Federally Inspected - 26.5 billion lbs
- Commercial - 26.9 billion lbs

Top 5 States

- All Cattle
 - Texas: 13 million
 - Nebraska: 6.8 million
 - Kansas: 6.35 million
 - Oklahoma: 5.3 million
 - California: 5.15 million
- Cows and Heifers that have Calved
 - Texas: 5.2 million
 - California: 2.38 million
 - Oklahoma: 2.19 million
 - Missouri: 2.14 million
 - Nebraska: 2 million
- Beef Cows that have Calved
 - Texas: 4.66 million
 - Oklahoma: 2.15 million
 - Missouri: 2.06 million
 - Nebraska: 1.94 million
 - South Dakota: 1.82 million
- Dairy Cows that have Calved
 - California: 1.73 million
 - Wisconsin: 1.27 million
 - New York: 625,000
 - Idaho: 614,000
 - Texas: 545,000
- Calf Crop
 - Texas: 4.75 million
 - Oklahoma: 2.05 million
 - Missouri: 1.94 million
 - South Dakota: 1.9 million
 - California: 1.86 million
- Cattle on Feed
 - Nebraska: 2.75 million
 - Texas: 2.75 million
 - Kansas: 2.43 million
 - Iowa: 1.32 million

- Colorado: 1.05 million
- Of the 30,320 feedlots in the U.S., those with less than 1,000 head of capacity compose the vast majority of U.S. feedlots (85.8%).⁵
- As of January 1, 2019, of the 14.37 million head on feed, feedlots with greater than 1,000 head capacity account for 81% of all cattle on feed.⁵
- The amount of beef consumed in the U.S. (i.e. purchased by consumers in foodservice and retail) in 2018 was 26.767 billion pounds.⁷
- The amount of beef consumed in the U.S. Per Capita in 2018 was 57.2 lbs.⁷
- Average price of USDA Choice beef sold in retail in 2018 was \$6.24/lb⁸
 - \$4.82 was the average retail price for all beef at retail in 2018
- Value of U.S. beef exports (including variety meat) in 2018: \$8.332 billion, up from \$7.269 billion in 2017.⁶
- Volume of beef export: 1.35 million metric tons in 2018 up from 1.26 metric tons in 2017. ⁶
- Top U.S. Beef Export Markets (including variety meat) for 2017

| 2018 | | |
|----------------|--------------------|---------------------------|
| Country | Metric Tons | Value (\$Millions) |
| Japan | 330,217 | \$2,077 |
| South Korea | 239,676 | \$1,747 |
| Mexico | 239,110 | \$1,058 |
| Hong Kong | 122,832 | \$966 |
| Canada | 114,039 | \$745 |
| Taiwan | 59,694 | \$550 |

Resources:

¹U.S. Department of Agriculture Economic Research Service, 2016

²U.S. Department of Agriculture, Census of Agriculture, 2012

³Livestock Marketing Information Center, Jan. 1, 2016

⁴CattleFax Data 2016

⁵CME Group Daily Livestock Report 2016

⁶U.S. Meat Export Federation 2016

⁷USDA World Agricultural Supply and Demand estimates, June 2019

⁸IRI/Freshlook, Total US MULO ending 5/26/2019; Categorized by VMMeat System

2018 NATIONAL CATTLEMEN DIRECTIONS STATISTICS



Nationwide is committed to helping farmers and ranchers protect their livelihood and their loved ones. Partner with the Nation's #1 Farm Insurer¹ today.

¹SWI, Financial, 2018 (National) Market Share Report

[Find a local agent.](#)

Attachment G

Harriet Hageman

From: Harriet Hageman
Sent: Monday, February 24, 2020 2:44 PM
To: 'Vassallo, Nick (USAWY)'
Cc: Kara Rollins
Subject: New Developments -- USDA and APHIS
Attachments: Nebraska Cattlemen Article.pdf; Highlighted RFID ad from February 2020 Nebraska Cattleman.pdf

Nick:

I have attached the magazine announcement from the February 2020 Nebraska Cattleman that we discussed today, along with such document with our notes identifying the few differences between the agencies' latest policy announcement and the April, 2019 Factsheet. Contrary to the representations made to the Court, USDA/APHIS are clearly moving forward with forcing RFID on livestock producers. We therefore need a full retraction of these announcements in every publication, a prominent (and branded) announcement on the agencies' websites, and a much more robust effort on the part of the agencies to ensure that the State and Tribal leaders are aware of their obligations to comply with the 2013 Final Rule (and the fact that they cannot force livestock producers to use RFID).

Please let me know by 5:00 p.m. on Wednesday February 26th as to whether the agencies are willing to enter into an agreement to correct this situation. We plan to file a Supplemental Rule 60 Motion with the Court requesting relief from the Order Dismissing the Case if we cannot resolve this matter prior to that time.



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Attachment H

Harriet Hageman

From: Vassallo, Nick (USAWY) <Nick.Vassallo@usdoj.gov>
Sent: Wednesday, February 26, 2020 6:13 PM
To: Harriet Hageman
Cc: Kara Rollins; Novak, Sheila - OGC, Washington, DC; Kruman, Elizabeth - OGC, Washington, DC
Subject: RE: New Developments -- USDA and APHIS

Harriet:

The following information has been reported to me:

APHIS enters into cooperative agreements with every state to administer cooperative animal health programs. APHIS has a cooperative agreement with the Nebraska Department of Agriculture that includes, among many other things, education and outreach activities for cooperative animal disease traceability programs. The Nebraska Department of Agriculture arranged with the Nebraska Cattlemen's Association to include this page in its Nebraska Cattleman publication. The Nebraska Department of Agriculture did not vet this or request APHIS's prior approval prior to submitting it for publication. However, because it includes USDA letterhead and logo, it should have done so. After APHIS became aware of this publication yesterday, it reached out to the Nebraska Department of Agriculture and informed it that it should have gotten prior USDA approval before publishing this paper. Unfortunately, APHIS was told that the Nebraska Department of Agriculture already paid to publish this in both the February and March editions of Nebraska Cattleman. APHIS asked if it could be retracted from publication in March, but was told that it has already gone to press and that it is too late to pull it back.

Given that APHIS did not know about this document prior to its publication, that it was published without APHIS's permission, that APHIS attempted to prevent its publication in March, and that APHIS made its position clear by withdrawing the Factsheet and stating that it would go through a notice and comment process before implementing changes to the eartag requirements, the agency is not interested in discussing your demands.

Nick

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From: Harriet Hageman <harriet.hageman@ncla.legal>
Sent: Monday, February 24, 2020 2:44 PM
To: Vassallo, Nick (USAWY) <NVassallo@usa.doj.gov>
Cc: Kara Rollins <kara.rollins@ncla.legal>
Subject: New Developments -- USDA and APHIS

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