



THE Loop

JULY 2009

N E W S L E T T E R

Youth flock to Michigan Livestock Expo; Now buyers' turn - Livestock exhibition July 17-19 is full; buyers sought for July 21 auction.

Contact: Ernie Birchmeier, (800) 292-2680, ext. 2024

LANSING, June 18, 2009 - Around 500 young people from all corners of the state are lined up to participate in the first-ever Michigan Livestock Expo, which is less than a month away. Now, businesses and individuals interested in buying prize animals raised by these youth are encouraged to get in on the action in support of young adults and Michigan's agriculture industry.

"Just as organizers anticipated the Michigan Livestock Expo has garnered tremendous interest among youth and farm families who are looking forward to a centrally located event that caters to exhibitors from across the state and a variety of farm animals," said Michigan Farm Bureau (MFB) Livestock and Dairy Specialist Ernie Birchmeier.

"Now we're seeking additional buyers who'd like to be part of the 'sale-abration' auction, which celebrates Michigan's No. 1 commodity-our youth-and their work ethic, agricultural knowledge and entrepreneurial skills," said Birchmeier. "We're bringing together the best of the best youth livestock exhibitors, and we're hopeful buyers will help us make this year's inaugural event a huge success that can be sustained for years to come."

The Michigan Livestock Expo will spotlight beef cattle, hogs, sheep and goats, as well as the state's dairy sector. It features a three-day livestock exhibition July 17-19 at the Ingham County Fairgrounds in Mason and an auction of the show's award-winning animals and dairy products July 21 at the Michigan State University (MSU) Livestock

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Membership Standings

	2009	June 25, 2009	
GOAL	192,719	160,059	83.05%
TARGET	47,543	42,277	88.92%

A look ahead....

July

- 4 Independence Day Holiday
- 17-19 MI Livestock Expo, Ingham County Fairgrounds, Mason. (MSU Pavilion)
- 21-23 Ag Expo - MSU

September

- 4 Labor Day Holiday



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For questions, comments and suggestions, please contact Mike Wenkel at ext. 3232.



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Pavilion in East Lansing. Money raised will benefit the Michigan Youth Livestock Scholarship Fund and help young people earn money for college.

The Expo is designed to complement existing state and county livestock exhibitions, and has been carefully planned to coincide with MSU's Ag Expo and the Michigan Dairy Expo. Those two events kick off on July 21, the same day that Michigan Livestock Expo activities culminate with the auction.



The first-ever Michigan Livestock Expo is fast approaching! The event caters to youth exhibitors from across the state and a variety of farm animals. The livestock exhibition takes place July 17-19 at the Ingham County Fairgrounds in Mason, followed by an auction of the show's award-winning animals and dairy products July 21 at the Michigan State University Livestock Pavilion in East Lansing. See the following news release for more information.

The "sale-agation" will auction the following champion lots:

- Market beef: Grand, Reserve Grand and six spotlight animals
- Market lamb: Grand, Reserve Grand and six spotlight animals
- Market hog: Grand, Reserve Grand and six spotlight animals
- Market goat: Grand, Reserve Grand and six spotlight animals
- Great Lakes grands: Two animals from each of the above species that have been bred, born and raised in Michigan
- Dairy industry: Dairy products from the 2009 Michigan Dairy Expo champion showman, supreme champion cow and supreme champion heifer.

Dave Armstrong, president and chief executive officer of GreenStone Farm Credit Services, said the Expo offers businesses a variety of opportunities to assist in the growth and development of today's youth and tomorrow's leaders.

"Michigan can have a bright economic future, but it takes a vision for where we want to go and action to get there. Members of the state's agricultural industry

are doing just that-acting on their belief in the future of their industry by building something today that will grow the skills needed to be competitive in tomorrow's global marketplace," said Armstrong.

The Expo is sponsored by MFB, GreenStone Farm Credit Services, Michigan Agri-Business Association, Michigan Milk Producers Association, MSU, and Michigan United Conservation Clubs.

More information is available at www.milivestock.com. Interested buyers are encouraged to register with Birchmeier. He can be reached at (800) 292-2680, ext. 2024.

Joint statement from Michigan's ag industry on animal care legislation introduced by Senators Kuipers and VanWoerkom and Representatives Simpson and Mayes

The following agricultural organizations and entities support legislation introduced today by Senators Wayne Kuipers (R-Holland) and Gerald VanWoerkom (R-Norton Shores) and Representatives Mike Simpson (D-Jackson) and Jeff Mayes (D-Bay City) for the care of meat and dairy animals and egg-laying hens on Michigan farms.

Following appropriate standards for animal care is second nature for farmers, but the industry recognizes that consumers want to be reassured of this. The legislation provides added accountability by putting scientific standards into state law and requiring producer compliance as guaranteed by a third-party audit.

Michigan's agriculture industry wants consumers to feel good about where their food comes from and feel confident that it's safe, and we believe this bipartisan legislation does just that with its modifiable system for assuring that Michigan's livestock farmers are caring for their animals in the right way to ensure proper animal health and well-being and food safety.

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- Dairy Farmers of America
- GreenStone Farm Credit Service
- Michigan Agri-Business Association
- Michigan Allied Poultry Industries
- Michigan Cattlemen's Association
- Michigan Corn Growers Association
- Michigan Equine Partnership
- Michigan Farm Bureau
- Michigan Milk Producers Association
- Michigan Pork Producers Association
- Michigan Sheep Breeders Association
- Michigan Soybean Association
- Michigan Veterinary Medical Association

Media Contacts:

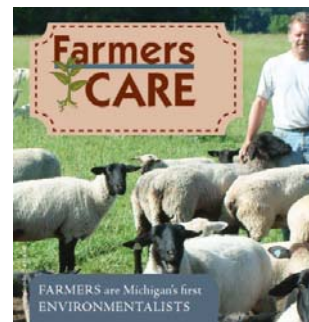
- Tonia Ritter, Michigan Farm Bureau, State Governmental Affairs Manager, (800) 292-2680, ext. 2048
- Jim Byrum, Michigan Agri-Business Association, President, (517) 336-0223
- Sam Hines, Michigan Pork Producers Association, Executive Vice President, (517) 699-2145
- Ken Nobis, Michigan Milk Producers Association, President, (248) 996-3757
- For additional press contacts, call Jill Corrin, Michigan Farm Bureau, Media Support Services Manager, (517) 323-6585.

FB Update Video

FB Update is the video newsletter of the Michigan Farm Bureau (MFB). Produced quarterly, the 20 minute FB Update focuses on stories important to agriculture and is distributed to 110 agriscience teachers and 160 MFB Community Action Groups. Broadband users who have the Adobe Flash Player installed can watch the videos directly from their web browsers, below. Go to the Michigan Farm Bureau web-site to view the most current video, or to access the archives.

Available resources to help educate consumers on how farmers care:

- **Farmers Care Display**
- **Farmers Care Brochure**
- **Farmers Care Bookmark**



These items are available by contacting your county administrative manager.

Your county Farm Bureaus are currently appointing Farmers Care Action Teams (FCAT).

If you are interested in helping educate other consumers in your county, let your county President know you are interested in serving on this committee.



DIGITAL DIALOGUE REMINDER!

You can follow Michigan Farm Bureau news and interact with the organization using the following social media tools.

Facebook: The Michigan Farm Bureau operates a page on Facebook called Michigan Farm Bureau. Search for it at www.facebook.com and become a fan.

Twitter: The Michigan Farm Bureau operates a Twitter account named MichFarmBureau (no spaces). You can find us at <http://twitter.com/MichFarmBureau> and become a follower.

YouTube: The Michigan Farm Bureau has its own YouTube channel, appropriately titled MichiganFarmBureau (no spaces). Find it at <http://www.youtube.com/MichiganFarmBureau> and become a subscriber.

Reminders



- **CAG's have online resources available. The Loop, Discussion Topics, Discussion Response Form, Report Form, Questions and the Fun Page are all available to view and print by visiting www.michfb.com/cag**
- **Any suggestions or ideas for future articles, discussion topics or fun pages can be E-mailed to apline@michfb.com or sent to Michigan Farm Bureau, 7373 West Saginaw Hwy, Lansing, MI 48917 Attention: Amy Pline**

Farm Bureau Quick Facts

July is National Ice Cream Month

- In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day.
- Ice cream's origins are known to reach back as far as the second century B.C. Alexander the Great apparently enjoyed snow and ice flavored with honey and nectar. Biblical references also show that King Solomon was fond of iced drinks during harvest.
- Manufacturing of ice cream in America was pioneered in 1851 by a Baltimore milk dealer. Up until 1800, ice cream in America was a rare and exotic dessert enjoyed mostly by the elite.
- Today's U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens.
- About 9 percent of all the milk produced by U.S. dairy farmers is used to produce ice cream.
- The United States leads the world in annual production of ice cream and related frozen desserts with 1.6 billion gallons produced in 2006.
- America's top five favorite individual ice cream flavors are vanilla, chocolate, butter pecan, strawberry and chocolate chip mint.



Source: International Dairy Foods Association

