HOLY CROSS CATTLEMEN'S ASSOCIATION
1974 RESOLUTION

WHEREAS, livestock producers depend upon a supply-demand relationship to determine the prices for their production, and

WHEREAS, this system depends upon demand and consumption to fluctuate, rising when production increases and producer prices decline, and

WHEREAS, the demand is at the retail level and when prices here do not reflect the decline in cattle and carcass levels and encourage increased consumption, this supply-demand relationship is not kept in proper comparison, and

WHEREAS, the tremendous widening of the spread between carcass price and retail price indicates that consumers are not getting the encouragement for increased consumption needed for proper market and price stability and

WHEREAS, when cattle prices decline to the extent they did last fall because of a possible increased supply which was quite uncertain and retail prices do not send out a message for increasing consumption and using up this increased supply, producer prices suffer a much greater loss and for a much longer time than would be necessary under a proper working system of marketing,

THEREFORE, BE IT RESOLVED, that the Holy Cross Cattlemen's Association requests the Colorado Cattlemen's Association to begin holding meetings as soon as possible to develop a method of increasing the bargaining position of cattle producers, and

BE IT FURTHER RESOLVED, that these meetings include encouragement and request for the Colorado Cattle Feeders Assn. to cooperate in this program and,

BE IT FURTHER RESOLVED, that these associations also request the American National Cattlemen's Association to cooperate in and extend this program on a national level, and

BE IT FURTHER RESOLVED, that this step is necessary if Cattle Producers are going to really become "Price Makers Instead of Price Takers" as one national association has proclaimed and many programs adopted so far at both the state and national level have been designed.
May 15, 1974

MEMORANDUM TO:

CCA MARKETING COMMITTEE
CCA BEEF PROMOTION COMMITTEE
CCA PUBLIC RELATIONS COMMITTEE
CCA BOARD OF CONTROL

Dear Committeemen:

There will be a joint CCA Marketing Committee and Board of Control Meeting at 3:30 p.m. at the Holiday North, on Thursday, May 30th.

This meeting will be held immediately following the CCA Resolutions Committee meeting, which will be held at the CCA Office from 9:30 a.m. to 3:30 p.m. If your schedule permits, President Bradley suggested that you come early and take in all or part of the Resolutions Committee Meeting.

At the close of the Joint Marketing, Beef Promotion and Public Relations Committee Meeting held yesterday at the Holiday Inn North, it was voted to hold this joint meeting for the purpose of developing a recommendation to be presented to our Annual Convention, relative to the Holy Cross Marketing Proposal.

The Holy Cross Cattlemen's Association's proposal is to obtain CCA's support and leadership in raising funds sufficiently large to purchase sufficient beef to be used in offsetting a serious break in the beef market, or develop alternative methods by which the bargaining position of the cattle producers can be realized.

See you on the 30th!

Sincerely yours,

David G. Rice, Jr.
Executive Vice President

P.S. We are enclosing a copy of the Holy Cross Cattlemen's Association's Resolution

Enc.
TO: MEMBERS OF CCFA MARKETING COMMITTEE AND MEMBERS OF CCFA PUBLIC RELATIONS COMMITTEE

FROM: NEIL SKAU, JR.

SUBJECT: CCA MEETINGS.

President Bill Webster has asked that I urge any of you who can to attend the meeting of the CCA Marketing Committee and Board of Control meeting at 3:30 p.m. at the Holiday Inn North (49th and the Valley Hyway) on Thursday, May 30, 1974. It is imperative that CCFA be represented, especially in view of the fact that recommendations of the May 30 meeting will be taken to the CCA Annual Convention in Greeley in June.

Also, please read the Holy Cross Cattlemen's proposal carefully so that you understand the implications.

This notice was sent to:

CCFA MARKETING COMM.
W. K. Farr
Dean G. Anderson
Julius A. Pluss
Dr. H. B. Coffman
Albert Stroh
Kent Steiger
Bill Broyles
James E. Fry
Ron Ehrlich
Nerman Kindsfater

CCFA PUBLIC REL. COMM.
James Svedman
Don Thompson
Glen Anderson
Robert Dorsey
Robert Kula
Gene Inloes
Henry H. Brunner
H. Richard Farr
James Henry
July 24, 1974

TO: ALL MEMBERS OF CCFA PUBLIC RELATIONS COMMITTEE AND MEMBERSHIP COMMITTEE

FROM: Neil Skau, Jr.

SUBJECT: JOINT COMMITTEE MEETING

A joint meeting of the Public Relations Committee and the Membership Committee will be held at 12:00 noon on Monday, August 5, 1974, at the Red Steer at Lucerne, Colorado. This will be a lunch meeting so we would appreciate it if you would let us know if you will be present or not.

This Notice Sent To:

Lloyd Kindsfater
Leonard Litzenberger
Charles Genova
James McKay
Craig Anderson
Henry Brunner
Walter Danielson
Donald Dreyer
Ruben Hergert
William R. Koehler
Dr. Coffman
Manuel Rother
Kenneth Quayle

Hank Schneider
Harold Stroh
James Svedman
Don Thompson
Glen Anderson
Robert Dorsey
Robert Kula
Gene Inloes
H. Richard Farr
James Henry
President Bill Webster
Directors and Past Presidents

COLORADO CATTLE FEEDERS ASSOCIATION

DIRECTORS

Robert K. Alkire
Pierce

Martin Allard
Loveland

Dean G. Anderson
Berthoud

Edwin A. Anderson
Longmont

Glen Anderson
Johnstown

Raymond Berg
Greeley

Henry A. Bledsoe
Wray

Henry H. Brunner
Windsor

Walter Dittmer
Brighton

Dick Dixon
Denver

William R. Farr
Greeley

*Duane Flack
Greeley

Robert E. Fritzler
Sterling

Charles S. Genove
Pueblo

Jack B. Groves
Eaton

Carl Heepke
Fort Morgan

Frank A. Kemp, Jr.
Denver

Leonard Litenberger
Platteville

*Duncan McKee, Jr.
Greeley

James Reeman
Eaton

Michael F. Spencer
Alta

James Svedman
Fort Collins

Marvin Swanson
Longmont

Roy E. Swanson
Fort Collins

Terry Turner
Lamar

*At Large

PAST PRESIDENTS

Malcolm S. Anderson (1972)
Greeley

Maynard A. Sonnenberg (1971)
Sterling

Julius A. Pluss (1970)
Denver

C. W. "Bill" Kirby (1968-69)
Windsor

James L. Henry (1966-67)
Longmont

Donald W. Hamil (1964-65)
Sterling

C. Marion Harmon (1962-63)
Greeley

George Reynolds (1960-61)
Longmont

LeRoy Dalton (1959)
Eaton

Louis F. Bein (1957-59)
Berthoud

Martin R. Domke (1955-57)
Greeley
MEMORANDUM TO: CCA Marketing Committee; CCA Beef Promotion Committee; CCA Public Relations Committee; CCA Local Association Officers; CCA Board of Control

Dear Committeemen:

Bill Wootten, Chairman of the CCA Marketing and Beef Promotion Committees; and Bill Serrell, Chairman of the CCA Public Relations Committee, have asked that I notify you of a meeting to be held on November 1, 1974, at 1:30 p.m., at the Holiday Inn North.

A review of the Washington, D.C. trip made by President Lee Spann, Chuck Bradley, Tom Spencer, Mick Mendenhall, Henry Blackburn, and Randy Shook, will be the first item of discussion. It is hoped at this time that we will have further information concerning a meeting date with President Ford, concerning the plight of the livestock industry. Positive and constructive suggestions should be presented so that this message may be forwarded to the President.

It became apparent that the ANCA dollar per head check off program is moving rather swiftly and there are still debatable questions relating to: points of collection, staffing, and the formula used in determining the assessment. It is also apparent that $200,000 will be needed for industry promotion of this program. There will be a report from the special committee appointed as to the status of the problems relating to these areas.

A proposal has been presented by McDonald's Hamburger stands. This proposal may include such things as a special "Colorado Sandwich", and special beef promotion during the month of November. Some of the ideas that have been presented are the "Chuck Wagon" approach, with special news coverage. It has also been suggested that members of the CCA be on hand to help promote this program.

Although particular points of this program have not been finalized time is of the essence. Therefore, if there are no serious objections from you we will check further into this proposal and make the final arrangements. If you have any objections please call the CCA office before October 23, 1974. We will have full details at the Marketing Committee meeting on November 1st.

Sincerely yours,

Douglas Huddleston
Executive Secretary
October 25, 1974

TO: ALL MEMBERS OF THE CCFA PROMOTION & PUBLIC RELATIONS COMMITTEE

FROM: DON THOMPSON, CHAIRMAN

SUBJECT: CCA AND CCFA JOINT PUBLICITY EFFORT

A joint meeting of the COLORADO CATTLE FEEDERS ASSOCIATION Promotion and Public Relations Committee and the Colorado Cattlemen's Association Beef Promotion Committee will be held at the Holiday Inn North (49th and the Valley Highway) at 1:30 p.m. on Friday, November 1, 1974.

Representatives of McDonalds Hamburger chain will be on hand to discuss a beef promotional effort.

Please attempt to make this meeting.

Sent to:
   James Svedman
   Don Thompson
   Glen Anderson - NW
   Robert Dorsey
   Robert Kula
   Gene Inloes
   Henry Brunner
   H. Richard Farr
   James Henry
   W. H. Webster
March 6, 1975

TO: ALL CCFA COMMITTEE CHAIRMEN

FROM: RICK McELMURRAY

You should be commended on the success of your committee report before the Mid-Winter Convention. It was well presented and received as we have received many favorable comments. Past experience indicated some doubt of the effect of the reports but they were timely views of the industry's current problems.

This will not necessarily become a convention standard, but committee work is a strong part of our association and these efforts should be periodically exposed and applauded by the general membership.

Thanks again!
PROMOTIONAL & PUBLIC RELATIONS COMMITTEE

Members Present: Don Thompson
                Bob Dorsey
                John Caldwell
                Glen Anderson
                Lloyd Kindsfater

1. Nominations for CCFA Publicity Award unanimously recommended by Committee for Bd. of Dir. approval. Plagues to be presented at Annual Vail Mtg.
   a. Evan Slack - Intermountain News Network
   b. Forrest Basford - Editor, Western Livestock Journal

2. CSU Beef Request from Dr. Jack O'Leary, Athletic Director
   a. Reinstitute program for donation beef &/or sales proceeds from beef for Football Training Table Beef.
   b. Requesting 50 hd. &/or sales proceeds.
   c. CCFA would receive publicity locally and nationally - ref. attached Memo.
   d. Would qualify for membership in Ram Club.
   e. Present CCFA Members contributing:
      Jerry Robbe                  Marvin Swanson
      Jim Henry                   Albert & Jim Stroh
      Glen Anderson               John Caldwell
   f. Committee unanimously strongly encourages CCFA backing on an individual member basis.

1. Upon Bd. of Dir. approval, have CSU personnel at Annual Vail Mtg. for purposes of pledges.
2. Upon Bd. of Dir. approval, also run request for pledges from individual members in the Bunk.

3. Additional Promotion Ideas
   a. Committee unanimously recommends institution of a Life Time Membership Award.

1. Recognition for service to the Colo. Cattle Feeding Industry and the cattle feeding industry as a whole. Special plague to be presented at Annual Vail Mtg.
2. Have been a continuous member in our Assoc., and in the State of Colo.
3. Committee unanimously recommends nomination of W.D. Farr and Warren Monfort as first recipients.
4. Committee requests Bd. of Dir. approval for institution of Life Time Membership Award on a continuing basis and approval of two above nominees.
June 30, 1977

TO: ALL MEMBERS OF THE PROMOTION & PUBLIC RELATIONS COMMITTEE

FROM: GLEN ANDERSON, CHAIRMAN

RE: COMMITTEE MEETING

There will be a luncheon meeting on Tuesday, July 5, 1977, at 12:00 noon at the Red Steer restaurant in Lucerne, Colorado.

Please make every effort to attend this meeting.

Also sent to:

Kindsfater
Farr

GA:jmt
CCFA Publicity and Public Relations Committee

Meeting held on Tuesday, July 5, 1977 at Red Steer Restaurant in Lucerne, Colorado Glenn Anderson, Chairman

Attending meeting were: Glenn Anderson, Chairman
Jim Svedman
Paul Banke
Dean Anderson
Lloyd Kindsfater
John Donley
Don Thompson

Actions:

1. Forrest Basford - CCFA Publicity Award
   No others recommended to Board

2. Honorary Life Memberships:
   a. Recommended to Board: Mr. George Renolds

3. Special Service Award: No recommendation

4. CSU Beef Request:
   Recommend continue on informal voluntary basis; invite CSU staff to Vail for solicitations: promotion of this program.

5. Committee agrees to "Handle" Special Program (Neil's Retirement) at CCFA Annual Meeting.

Committee discussed "Calcutta" at the Annual Meeting. Don Thompson reports all things under control; committee members to help during this event. Don to "triple" check with Vail Police Department.
July 12, 1977

Mr. Glenn Anderson, Chairman
Promotion and Publicity Committee
Colorado Cattle Feeders Association

Dear Glenn,

Enclosed is a draft of the minutes of the July 5, 1977 meeting of your Promotion and Publicity Committee. Please review this draft and return it to the CCFA Office with your corrections and additions! I did not take very good "notes" so there are probably some items which are incomplete or incorrect - your help is appreciated!

Sincerely,

Paul D. Banke
Executive Vice President (elect)

PB:ck
Enclosure
Minutes
CCFA Promotion and Publicity Committee
July 5, 1977 Red Steer Restaurant
Lucerne, Colorado

The CCFA Promotion and Publicity Committee met for lunch at the Red
Steer Restaurant at 12:00 noon in Lucerne, Colorado. Chairman Glenn Anderson
called the group to order after lunch. The following committee members and
guests were present:

Jim Svedman  John Donley
Dean Anderson  Don Thompson
Lloyd Kindsfater  Paul Banke

The committee took the following actions:

1. Discussed the CCFA Publicity Award, and resolved to recommend that
the CCFA Board present this award to Forrest Bradford who was
approved last year but was not present to accept the award.

2. Honorary Life Memberships. This award was discussed at length
and it was the committee consensus that Honorary Life Membership
should be awarded only to individuals who have given outstanding
service to the Colorado cattle feeding industry - so as to not
delete the value of such recognition. After consideration of
various nominations the Committee voted to recommend to the Board
that George Reynolds be granted an Honorary Membership in the
Colorado Cattle Feeders Association.

3. Special Service Award. No recommendation

4. CSU Beef Request. Chairman Anderson reported on the CSU Beef
Request for Football Training Table Beef, which was approved by the
CCFA Board on a voluntary basis last year. Anderson stated that
he thought this was a successful program, both from the CSU Athletic
Department's and the CCFA's view. He recommended that the Committee
endorse this voluntary program again this year and that CSU represent-
tatives be invited to Vail again this year to recruit participants.
The Committee voted to recommend to the Board that this program
be continued.

Don Thompson reported in detail on arrangements for the Calcutta to
be held during the CCFA Annual Meeting. Don has everything under control,
but will need help at Vail during the annual meeting. He also urged committee
members to help organize "combines" as the combine bidding helped make last
year's Calcutta such a success.

Having no further business, the Committee adjourned around 2:15 pm.

Respectfully submitted,

Paul D. Banke
TO: MEMBERS OF THE COLORADO BEEF PROMOTION BOARD

FROM: NEIL SKAU, JR.

SUBJECT: SOUTH AFRICAN MEAT BOARD MEMBERS

Periodically since 1965, the So. African Agricultural Attache in Washington, D.C. has asked me to provide information for various groups of members of the So. African Livestock and Meat Industries Control Board. In mid-September the following members of the Board were here: Mr. G.J.K. Marais, Gen. Mgr. of the Board; Dr. J. H. Lombard, Chief, Production Div. of the Board; Dr. F. J. van Biljon, Mang. Dir., Imperial Cold Storage & Supply Co., Inc., and Geoff Gluckman who was visiting the U.S. on a private tour. His father operates a large ranch and a meat packing plant near Johannesburg. The Board were all from Pretoria.

I was interested in the fact that the Board had sent the team to investigate meat packing and packaging equipment and the Board would then recommend to the packer what equipment was desirable. As in the U.S. the consumption of hamburger type beef is increasing in So. Africa and it was this type of equipment that was being studied. Monfort has four Formax 24 machines used in the production of beef patties and freezing them almost instantly so that there is no loss of color. Monfort is also operating "steak forming" machines that produce "steaks" from chipped beef, the product then being formed into various steak shapes. This equipment is in the portion control plant which is closed because of labor problems.

The team was impressed with the efficient operation and complete inventory control at the King Soopers plant and found some of the equipment used at Safeway's plant "too large for us to even think about. The fact that King uses 1,200 beef carcasses weekly and Safeway 2,500 or more was staggering to the group. Mr. Marais told me that it was no wonder to him that Americans eat so much meat, and especially beef, as U.S. beef is so much better in quality and that in South Africa retail prices are at least one and on-half times greater than they are here.

The group was impressed by the feeding operations at Farr's new lot and at Monfort's Kuner lot. They had never seen such an inventory of feed in all of their travels and the efficiency of operations at each lot surprised them.

Meeting Dr. Matsushima at CSU, Dr. Lombard, a nutritionist, questioned John about monensin, wet corn, flaked corn and other feed ingredients. One of Dr. Matsushima's former graduate students is with the agricultural department in one African country and several others are also now back in their native countries in the livestock field has given favorable publicity to John and CSU.

While making the trip through King's plant it occurred to me that the Colorado Beef Board was missing a bet by not visiting this installation. These people are very close to our customer and we should know more about how they handle our product. We might consider a trip through the plant as a group and I know that Milt Vincent would be only too happy to have us there.