

Today is _____, _____ the _____. This is Ken Morgan's Northcoast Ag Report, our lead story is about _____ when we return

- [What We Learn From National Ag Day](#)

A reminder that National Ag Day 2017 is Tuesday, March 21st - All of us can learn how farming plays a role in every aspect of our lives through programs like National Ag Day. (Rod Bain. Mace Thornton of the American Farm Bureau Federation. Steve Mercer of US Wheat Associates.)

Farm leaders told a national farm bill forum, getting more money for the 2018 farm bill will be a big challenge, but urged producers to hang together or end up getting less government support.

American Farm Bureau President Zippy Duvall told the farm bill summit sponsored by Agri-Pulse, that after losing half its income in the last four years, agriculture needs more, not less help, in the next farm bill, and farmers must stay "engaged" to get there...tape

Cut #1 :24 OC:... "this one starts."

That sets up the difficulty of getting a 218-vote House majority and 60-vote Senate supermajority for a bill that fixes the dairy and cotton programs or boosts conservation programs like CRP, and still maintains politically sensitive food stamp levels.

Former Deputy Ag Secretary and now head of the National Council of Farmer Cooperatives Chuck Conner says farmers must stay united to neutralize efforts by non-farm groups to cut farm programs, otherwise...tape

Cut #3 :19 OC:... "payments, etc."

But Conner argues producers—not non-farm groups-- "control that destiny," arguing history shows, you can have a good farm bill in tough budget years.

Assemblyman Cooper Introduces AB 243 to Support California Ranchers

At the request of CCA, Assemblyman Jim Cooper (D-Elk Grove) recently introduced AB 243, which will provide California ranchers the opportunity to create the California Beef Research, Promotion and Education Commission (Commission).

In December the CCA Board of Directors unanimously passed policy that directed staff to work with the California Department of Food and Agriculture (CDFA) to increase the Beef Checkoff by an additional one dollar under two conditions: (1) the additional dollar must be used exclusively to benefit California ranchers, and (2) the additional dollar be refundable. AB 243 will accomplish both objectives.

It's important to note that **AB 243 will not increase the checkoff in California**. If signed by the Governor, AB 243 only provides ranchers the opportunity, through the referendum process, to vote on creating and funding the Commission. Every California rancher will ultimately have a vote on whether or not to create and fund the Commission.

If the Commission is approved by ranchers through the referendum process, it will establish a "California only" checkoff program that is not only refundable but will be administered by California ranchers for the benefit of California ranchers and will not be subject to the approval of the U.S. Department of Agriculture (USDA) or the Cattlemen's Beef Board.

"I see tremendous value in the current Beef Checkoff program and so do our members," said CCA President Dave Daley. "That success has generated a lot of interest and support for increasing the Beef Checkoff in California. But we are all aware that California faces unique challenges and we need to be able to address those challenges head-on without arbitrary interference from USDA. The Commission will provide ranchers increased freedom and flexibility to invest in research, promotion and education projects that directly benefit California beef producers."

CCA's 39th Annual Steak and Eggs Legislative Breakfast March 22

Join CCA for the 39th annual Steak and Eggs Legislative Breakfast March 22 in Sacramento at the Sutter Club downtown at 8 a.m. Following the breakfast, CCA members will head for the Capitol where California Ag Day at the Capitol will be taking place and then visit with legislators to talk about important issues facing the beef industry.

Please RSVP to Jenna Chandler in the CCA office by emailing her at jenna@calcattlemen.org or calling (916) 444-0845.

Rustici Rangeland Science Symposium March 23-24

You are invited to the 4th Rustici Rangeland Science Symposium in Davis, California on March 23-24

. The goal of this event is to engage ranchers, land managers, researchers, and policymakers in co-developing actionable science, policy, and management to sustain rangelands.

The symposium will focus on partnerships surrounding a variety of topics, including: sustaining water resources; coping with drought; habitat conservation; and enhancing ranch profitability.

If you are a past participant in Rustici Rangeland Science Symposiums, you will be provided an opportunity for early registration for this popular event. Attendance will be capped at 200 attendees, and will fill up fast!

Symposium highlights are available [here](#).

Register [here](#).

Learn more [here](#).

Bear River Valley Beef Invites you to a 3-Day High Density Mob Grazing School in Humboldt County

CCA members Hugo and Liz Klopper of Bear River Valley Beef are hosting a three day High Density Mob Grazing School in Eureka on May 16 - 18 and would like to invite fellow ranchers to attend.

The event will feature Ian Mitchell Innes, a South African holistic high density rancher and certified holistic educator. Also featured will be guest speaker Mark Bader of Free Choice Enterprises.

Specific topics to be covered will include:

- How to use mob grazing as a tool to improve the land.
- How to manage livestock and land for profitability.
- How to build soils using proper grazing methods.

and more.

For more information call 707-786-9460 or visit www.BestGrassFedBeef.com

www.facebook.com/BearRiverValleyBeef/ (see events page.)

UC Davis Calls for Applicants for Assistant/Associate Specialist in Cooperative Extension for Beef Cattle Herd Health and Production

The University of California Division of Agriculture and Natural Resources, a statewide program with local delivery, in collaboration with the School of Veterinary Medicine, UC Davis, are seeking a full time Assistant/Associate Specialist in Cooperative Extension (100%) in the area of beef cattle herd health and production for California's extensive beef cattle industry that ranges from cow-calf and stocker operations in our foothill and coastal regions to large feedlots in southern and central California. The candidate will collaborate closely with colleagues in the School, across the University, and within the network of UC Cooperative Extension who work on the health and productivity of beef cattle, pre-harvest food safety and beef quality assurance, and adoption of sustainable livestock production practices. The successful candidate will be in residence at either UC Davis or the Veterinary Medicine Teaching and Research Center, Tulare, CA.

See qualifications, responsibilities and application process [here](#).