

The background of the entire page is a photograph of a rural landscape at sunset. In the foreground, the dark silhouette of a barn with a gambrel roof is visible on the left, and a tall, lattice-structured water tower stands on the right. The sky is a mix of orange, yellow, and blue, with wispy clouds. The title 'THE CATTLE BUSINESS WEEKLY' is superimposed over the top half of the image. The word 'THE' is small and positioned above 'CATTLE'. 'CATTLE BUSINESS' is in a large, bold, serif font, and 'WEEKLY' is in a slightly smaller, bold, serif font below it. A red, brush-stroke-like line curves under the word 'BUSINESS'.

# THE CATTLE BUSINESS WEEKLY

A division of RL Publications, Inc.

PO Box 700 • Philip, SD 57567 • 605-859-2022 • Fax: 605-859-2753 • [cattle@gwtc.net](mailto:cattle@gwtc.net)

**[www.cattlebusinessweekly.com](http://www.cattlebusinessweekly.com)**

# Who we are...

**The Cattle Business Weekly** is a product of RL Publications, Inc. based in Philip, S.D. covering the state plus surrounding region with beef cattle industry news, market reports, and event coverage. Created "By Cattlemen, For Cattlemen" the newspaper has quickly become a weekly welcome in many farm/ranch homes and agribusinesses for its objective news and useful advertisements.

At just over 10 years of business, the newspaper and its staff have already garnered several awards, but the real testament is the return cattle producer advertisers see every year in the newspaper – as they are a true test of what is helping them promote their cattle operations.

Our sales representatives are constantly on the move promoting **The Cattle Business Weekly** by attending bull sales, cattle shows/sales, and visiting with current and potential customers throughout the year. They attend events like the National Western Stock Show in Denver, Colo., Black Hills Stock Show & Rodeo in Rapid City, S.D., Sioux Empire Farm Show in Sioux Falls, S.D. and Watertown Farm Show in Watertown, S.D., North Star Classic in Valley City, N.D., Nebraska Cattlemen's Classic in Kearney, Neb., DakotaFest in Mitchell, S.D., the South Dakota Cattlemen's Convention, South Dakota Stockgrower's Convention, local state and county fairs, and many other events.

## THE CATTLE BUSINESS WEEKLY

Wednesday, July 25, 2018

www.cattlebusinessweekly.com

Volume 13, No. 50

For Cattlemen By Cattlemen  
Published by RL Publications, Inc.

\$30.00 per year



**BEING BULLISH**  
Reach out to consumers  
To develop trust in agriculture

By Kindra Gordon

"The man who moves a mountain begins by carrying away small stones." That quote attributed to Chinese philosopher Confucius is one that Sarah Tveit encourages producers to keep in mind as they consider opportunities to advocate for agriculture. From her experience with ag outreach to consumers, Tveit adds, "We can accomplish big things with little actions."

Tveit is presently communication director with South Dakota Soybean, a commodity organization that brings together both the South Dakota Soybean Association and the South Dakota Soybean Research and Promotion Council which oversees checkoff dollars. In her role, Tveit also manages Hungry for Truth, a checkoff-funded initiative that strives to share information and create conversations with South Dakota consumers about food and the farmers who grow it. Hungry for Truth includes online, print and video outreach.

Tveit explains that the Hungry for Truth effort was established because even in rural, agricultural states like South Dakota, many consumers have concerns and misunderstandings about food production. She shares that a 2014 survey in South Dakota revealed that 45.1% of the public had concerns over farmers use of pesticides and chemicals, 22.2% indicated concern over the use of antibiotics and hormones, and 17.7% indicated concern over the use of genetically modified organisms (GMOs).

"These are big things," says Tveit. She adds, "With less than two per-

Continued on page 2

## Solution remains elusive for landowners undergoing cheatgrass assault

Fearsome cheatgrass taking over land can generate enough horror to reach for silver bullets.

But there are no silver bullets for cheatgrass. University of Wyoming Extension specialist Dan Tekela told those attending the July 11 cheatgrass management field day in Sybille Canyon.

More than 45 people attended the event in the relatively isolated Tom Thorne/Beck Williams Wildlife Habitat Management Area between Laramie and Wheatland, representing producers, government agencies and the herbicide industry.

Pickups and SUVs packed near the herbicide test plots, the attendees having heard Tekela earlier discuss management options and the importance of managing the soil seed bank.



University of Wyoming Extension invasive plant ecologist Dan Tekela discusses the types of herbicides and research parameters involved in his cheatgrass research.

They saw results – or lack – of herbicide trials in a heavily cheatgrass infested area for which the Wyoming Game and Fish Department and state lands had treated more than a decade ago.

The cheatgrass shrugged off the earlier treatments and returned, and agency representatives wanted to see what alternatives could eradicate, or at least lessen, the cheatgrass.

Tekela partnered with them on the project and wasn't perplexed at the higher-than-thought turnout to the isolated area because cheatgrass isn't selective – everyone has a stake.

Continued on page 2

## Inventory report: Cattle herd expansion slows

All cattle and calves in the United States on July 1, 2018 totaled 103 million head, 1 percent above the 102 million head on July 1, 2017, reports the USDA's bi-annual cattle inventory report.

All cows and heifers that have calved, at 41.9 million head, were 1 percent above the 41.6 million head on July 1, 2017. Beef cows, at 32.5 million head, were up 1 percent from a year ago. Milk cows, at 9.40 million head, were unchanged from previous year.

USDA livestock analyst Shaye Shagan says, "We are seeing producers retain fewer heifers for replacement." And so this brings analysts to believe the U.S. cattle herd expansion has certainly slowed. All heifers 500 pounds and over on July 1, 2018 totaled 16.3 million head, 1 percent above the 16.2

million head on July 1, 2017. Beef replacement heifers, at 4.60 million head, were down 2 percent from a year ago. Milk replacement heifers, at 4.20 million head, were unchanged from previous year. Other heifers, at 7.50 million head, were 3 percent above a year earlier.

Steers 500 pounds and over on July 1, 2018 totaled 14.5 million head, unchanged from July 1, 2017. Bulls 500 pounds and over on July 1, 2018 totaled 2.10 million head, up 5 percent from July 1, 2017. Calves under 500 pounds on July 1, 2018 totaled 28.4 million head, up 2 percent from July 1, 2017.

Cattle and calves on feed for the slaughter market in the United States for all ages totaled 13.3 million head on July 1, 2018. The inventory is up 4 percent above the 12.8 million head on July 1, 2017.



COURTESY USDA

total of 12.8 million head. Cattle on feed in feedlots with capacity of 1,000 or more head accounted for 84.8 percent of the total cattle on feed on July 1, 2018, up slightly from previous year. The combined total of calves under 500 pounds and other heifers (outside of feedlots) is 37.1 million head. This is 1 percent above the 36.9 million head on July 1, 2017.

**Calf Crop Up 2 Percent**  
The 2018 calf crop in the United States is expected to be 36.5 million head, up 2 percent from last year's calf crop. Calves born during the first half of 2018 are estimated at 26.6 million head, up 2 percent from the first half of 2017. An additional 9.90 million calves are expected to be born during the second half of 2018.

## CATTLE MARKET

FEEDER  
SLAUGHTER  
Lower

Thus far for the week: No trend available for live or cash cattle so far this week due to limited receipts.

Full Market Report on page 2

**DOUBLE D WESTERN LLC**  
605-352-5792  
800 21st St SW #8 • HURON, SD



**WEATHER** Lemmon, S.D. will see temperatures in the 80s for Aug. 1-7. Very little chance of rain expected.

Regional Round-up.....	10	Rodeo Leader.....	12	Sale Calendar.....	14
Leadership Insight.....	6	Prime Cuts.....	9	Classifieds.....	15



# What we do...

In addition to publishing a weekly newspaper, **The Cattle Business Weekly** also publishes an award winning annual **Cattle Business Herd Reference Guide**.

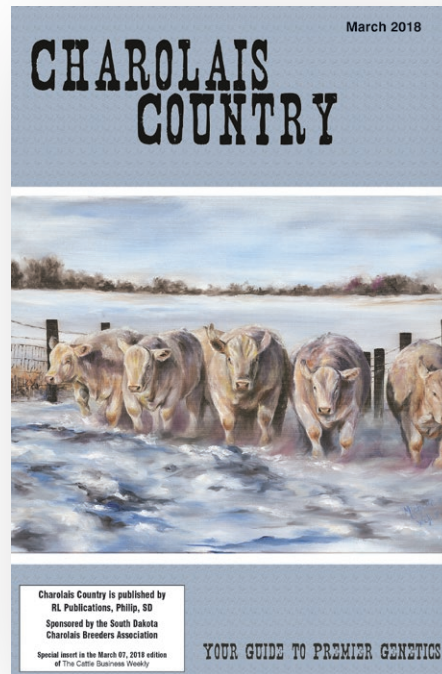
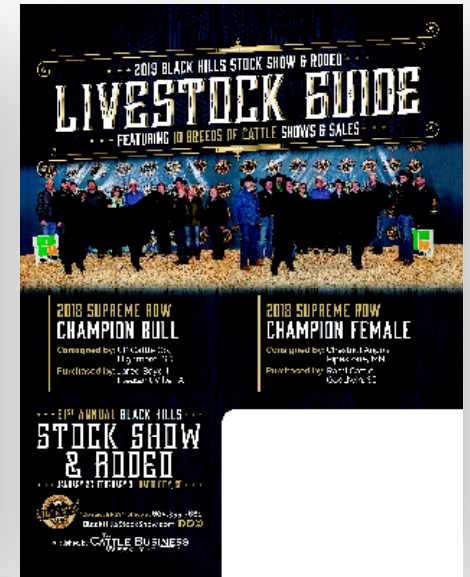
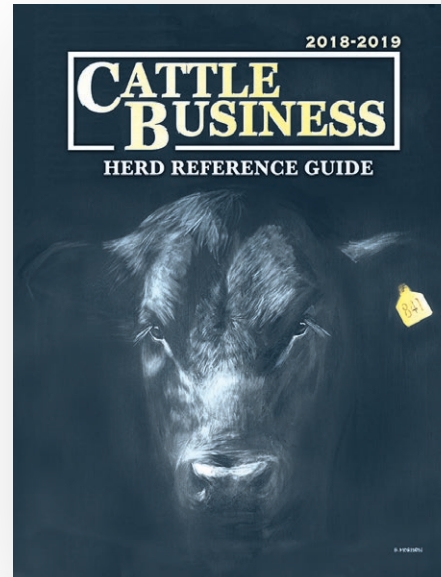
This sought after edition has become a popular source of information for cattlemen and women.

**The Cattle Business Weekly** has been privileged to gain the respect of and work with these various organizations on special sections throughout the year: South Dakota Angus Association, South Dakota Charolais Breeders Association, Nebraska Grazing Lands Coalition and South Dakota Grassland Coalition.

We also partner with the Black Hills Stock Show and Rodeo to produce their **Stock Show Livestock Guide**, which features all of the cattle lots and event calendar.

**The Cattle Business Weekly** also provides graphic design services for catalogs, flyers, business cards, vinyl banners, and other promotional items.

We also offer our customers ring service/ringmen for bull and cow sales to assist in a smooth, profitable sale.



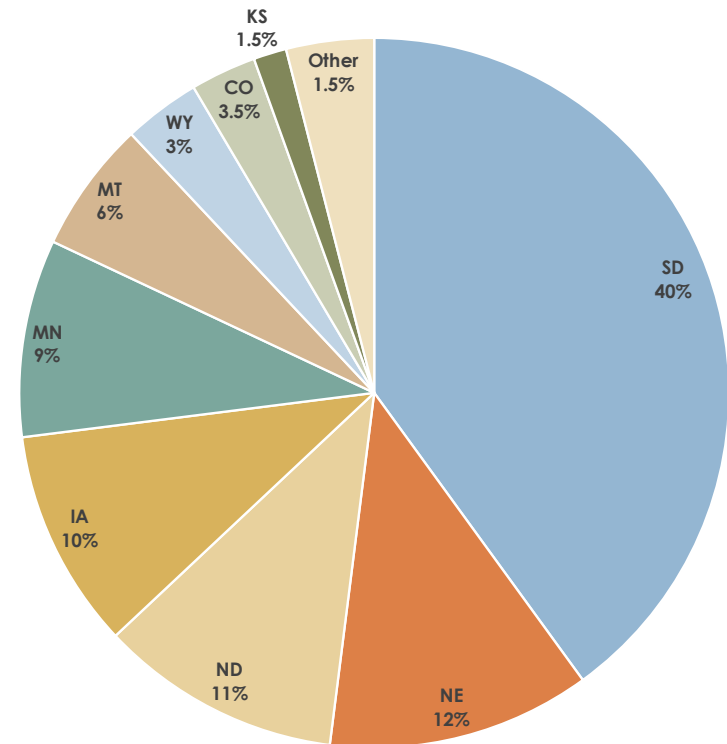
# Who we serve...

**The Cattle Business Weekly** is a regional publication serving a nine state region and is geared toward cow-calf producers and pure bred operations of all stages. The creation of **The Cattle Business Weekly** was to provide cattle producers and affiliates of the beef industry with current news and up-to-date market reports while also offering interesting feature stories for great reads, making us a business paper with a down home feel.



## Print Subscription Numbers

South Dakota.....	40%
Nebraska .....	12%
North Dakota.....	11%
Iowa .....	10%
Minnesota.....	9%
Montana .....	6%
Wyoming .....	3.5%
Colorado .....	3%
Kansas .....	1.5%
Other States .....	4%





# We're online...

**The Cattle Business Weekly** not only maintains and updates a website but also regularly posts news on Facebook, Twitter, and Instagram. Our website averages 8,000 unique visitors per month. We feature articles and breaking industry news as well as market reports, PRCA standings, recipes, and sale catalogs we have produced for our customers. Advertising opportunities are available on our website.



@cattlebusinessweekly  
Facebook followers:

**11,100+**



@theCBW  
Twitter followers:

**670+**



@cattlebusinessweekly  
Instagram followers:

**340+**



# Advertising Rates...

The mainstay of **The Cattle Business Weekly** is the newspaper which publishes every Wednesday. It contains the most current industry information and market reports for its readers. A variety of ad sizes in color or black and white print are available in the weekly newspaper. If the ad sizes, displayed on this page won't work with your budget or ad design style, let us know. We are happy to adjust what we can on our end to help fit your needs.

## Rates:

Full Page.....	\$1,536.00
Jr. Page .....	\$1,024.00
1/2 Page .....	\$768.00
1/3 Page .....	\$512.00
1/4 Page .....	\$384.00
Front Banner (limited availability) .....	\$350.00
Back Pg Banner (limited availability).....	\$350.00
Per Column Inch Rate (pci) .....	\$16.00
(Rates are for black & white print)	

## Additional Charges:

Spot Color .....	\$75.00
Full Color .....	\$125.00

(limited availability)

**Ad design is included in price**

**Deadlines** Fridays at 4:00 p.m.

**Inserts** For up to 4 pages .....\$1,265.00  
Insertion only, call for printing prices

## Mechanical Requirements

Page Size .....	9.875" wide x 15.75"
Column Width .....	1.513"
2 Col. Ad Width .....	3.185"
3 Col. Ad Width .....	4.858"
4 Col. Ad Width .....	6.530"
5 Col. Ad Width .....	8.202"
6 Col. Ad Width .....	9.875"
No Bleeds • Photos: Glossy prints are preferred.	
Resolution: 300 dpi is required on all electronic photos.	
Photos should be saved in JPEG or TIFF formats.	

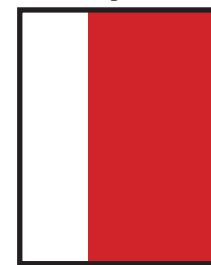
## Website

Banner Ad: 610x80 pixels .....	\$650/year
Tile Ad: 350x150 pixels .....	\$650/year
E-Newsletter .....	Call for Availability and Pricing

## Basic Ad Size Examples



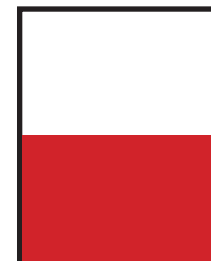
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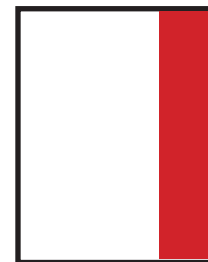
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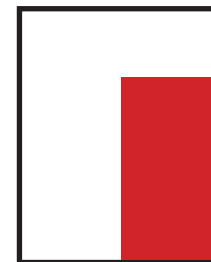
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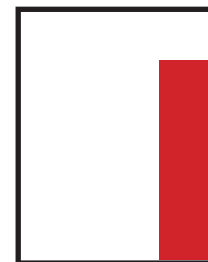
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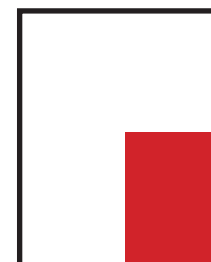
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1/3 Page  
(3 col. x 10.5")



1/4 Page  
(2 col. x 11.8")



1/4 Page  
(3 col. x 8")

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