



USDA Process Verified Program Summer 2011 Newsletter

Summer is out of the ***STARTING GATE*** and so are the horses!

It's that time again! We invite you to our customer appreciation event and informational sessions. Enclosed, you will find an itinerary about this year's summer bash! On the program is a tour of Behlen Mfg, the nation's leading manufacturer of livestock and ranch equipment, a beef and wine pairing demonstration with International Beef Marketing Specialist, Knud Aagaard-Svendsen, and back by popular demand...an afternoon at the horse races and much more! There is a block of hotel rooms reserved under "Samson" at Sleep Inn in Columbus—call 402-562-5200 for reservations. Remember to reserve rooms by July 16th to receive a discount! Please RSVP by August 1st to Amy Racine at ajracine@samson-inc.com or call our office at 402-606-4096.



Hey Feedlots!

Have you ever wondered what the difference is between a receiving manifest and a back verification? Often times, they are easily confused with one another. Here are some ways to help you distinguish which one to use.

- A **receiving manifest** should be filled out when you receive Samson cattle that arrive with Samson tags and paperwork. You still need to read the tags and send us a copy of the receiving manifest with the tag data.
- A **back verification** should be filled out when the cattle come directly from the ranch of origin without a PCT, but have a unique ID, such as a ranch tag, tattoo or brand. Another situation requiring a back verification is when you receive cattle that are enrolled in another third party verification program, such as Micro Beef, AgInfoLink, Tri Merit, etc.

It is imperative to complete and return these forms in a timely manner. As always, please call us with any questions!



Be sure to like us (**Samson Verified**) on Facebook to receive updates!

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Staff Updates

If you thought you were done with staff updates, you were wrong! This summer, a new intern has joined our program. Tyler Pieper, of Farnam, NE, will be visiting vet clinics to showcase the VQA program. He is currently attending the University of Nebraska-Lincoln, and will graduate in December of 2011. He plans to apply for vet school in the fall. Welcome aboard Tyler!

Just a reminder, Amber Miller will be on maternity leave at the beginning of July, and plans on returning mid-September. Wynne Klug, our past summer intern has returned full-time. Wynne's responsibilities include tag orders, High Quality Feed for NHTC producers, and to assist with shipping and transfers.

Customer Profile—Hub City Livestock

Last January, Hub City Livestock was encouraged by Dr. Joe Poindexter and Dr. Jennifer Poindexter-Runge, both of P Spear Ranch, to begin selling NHTC cattle through the auction market. Immediately following the first NHTC sale, they knew they made the right decision for their customers.

In February of 1990, Hub City Livestock began as a family-owned business, and is still going strong today. Dennis Hellwig and his three sons, Rick, Ron and Steve, gave the auction market a home in Aberdeen, SD. It is one of the few auction markets that still sell cattle, hogs, sheep and horses. New customers have accumulated over the years due to programs such as age and source, NHTC and Antibiotic-Free to make their sale what it is today.

"The following week after the first NHTC sale, we had at least 25 phone calls asking about the program. It sparked a tremendous amount of interest among area producers," said Steve Hellwig. Though the program isn't for everybody, it has changed the way cattle are sold at Hub City. "The premium makes a difference for the right people with the right cattle," he explained. Steve said they have seen a \$45-\$70 per head premium on NHTC cattle going through Hub City.

"Learning the program took a bit, but working with Samson has been nice. We made a few mistakes in the beginning, but Scott was great at helping us fix those," Steve said. Not only has the program helped the auction market, but area producers as well.

Ken Shafer, owner of Shafer Farms Inc. of Leola, SD, is one of those producers. Ken got started with NHTC cattle in 1994. Ken now has a NHTC approved ranch, feedyard and a farming operation. Because of the convenient location, Ken did business with Hub City Livestock before they were certified to sell NHTC cattle, and now purchases NHTC cattle through them.

"It works well when you have the right people marketing the right cattle. It's profitable, or I wouldn't be doing it," said Shafer. He also believes this is just the beginning, and in the future there will be a demand in the marketplace to track all cattle and have them verified.

"In the beginning, I was leery of buying (NHTC) cattle from the auction market. However, I was well satisfied with the paperwork process and receiving the manifests," said Shafer. "I wish more people would have their cattle certified through a PVP program because they can be hard to find on your own."

