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Address



Summer 2012 Newsletter

“Individually, we are one drop. Together we are an ocean.” [Ryunosuke Satoro](#)

2012 Samson Summer Event

August 5 and 6

Satoro’s quote is the epitome of the beef industry. Individually we are geneticists, researchers, nutritionists, producers, feedlot operators, auction markets, packers, wholesalers, retailers, restaurants and exporters. Together, we are an industry like no other. We, at Samson, invite you and your families to the 2012 Samson Summer Event. Many of those described individuals will be present and providing you with a glimpse of their side of the story. Together, as an industry, we must be vigilant in our actions and focused in providing a high quality product to the consumer that is produced with the environment and welfare of the animal at the forefront. Join us for this year’s summer event and explore with us the opportunities for our industry.

Samson Products and Features

By: Jordan Mueller

Samson Website

The new Samson website is up and running at www.samson-inc.com. For those of you who have visited the website in the past, you may need to clear your browser cache for the new site to load. We invite you to take a look at the new site and learn more about who Samson is and the various services we offer.

Advertising Cattle and/or Pasture Ground

A new feature of our website is a special section devoted to advertising program cattle or pasture ground. This was a desire for many of our customers, so we incorporated it into our new site. If you have program tagged cattle for sale, pasture ground for rent, or are looking to buy program cattle or rent pasture ground, let Jordan know at 402-606-4096.

Customer Satisfaction

As part of our attempt to grow and develop, we have started conducting customer satisfaction surveys. Michaela Mueller has been conducting the surveys as a way to learn more about what our customers want and need from Samson. If you happen to get a call, we hope that you will share your thoughts so we are better able to serve you. If you don't receive a call but have feedback you would like to share, call Jordan at 402-606-4096 or email jordan@samson-inc.com.

If you would like to learn more about any of our programs including Age & Source, Non-Hormone, Treated Cattle, Never Ever 3 (Antibiotic-Free), or Vet Quality Assurance, feel free to call the office at any time.

Summer Event Schedule

Sunday, August 5:

3:00—Registration begins at Samson Office

- 2204 14th Street—Receive informational packet

4:00—Horse Races at Ag Park

- 822 15th Street

6:00—Social Hour at Samson Office

- NBC Banquet Room

6:30—Meat Cutting Demonstration

- Beef cutting demonstration by Knud Aagaard-Svendsen (MetaFoods) and Rita Jazwick (Traditions Inn)

7:30—Appetizer Buffet

Monday, August 6:

7:30—Breakfast at Traditions Inn

- 2905 14th Street

8:15—Load up!

- Load the vans to leave for Samson Feedlot

8:30—Samson Feedlot

- Temple Grandin will demonstrate humane handling techniques while processing 100 head of cattle

12:00—Lunch

- Lunch is sponsored by Pfizer Animal Health.

12:30—Temple Grandin

- Temple will be giving a presentation on humane handling during the luncheon. After the presentation, we will head back to Samson for informational sessions.

2:00—Making the Samson System Work for You

3:00—Break

3:30—Value Added Market Opportunities/Packer Q&A

5:30—Appetizers at Traditions Inn

- 2905 14th Street

To reserve your spot, please RSVP by July 15 to Amy Racine via email at ajracine@samson-inc.com or call 402-606-4096.



2012 Samson Summer Event

August 5 and 6 marks the annual Samson Summer Event. We hope that you and your families will be able to join us in what is sure to be an exciting event. Sunday will kick off with an afternoon at the horse races, followed by a beef cutting demonstration by Knud Aagaard-Svendsen and Rita Jazwick. Temple Grandin, noted for her humane livestock handling processes, will be joining us. Ms. Grandin will give a demonstration at the Samson feedlot on Monday, and a presentation that afternoon. With Ms. Grandin being such an influential individual in the livestock industry, we are pleased to have her with us. There are a block of hotel rooms in Columbus at New World Inn, Sleep Inn and Holiday Inn Express, all reserved under "Samson." To RSVP for the event, call our office at 402-606-4096, fax at 402-606-4161 or email Amy Racine at ajracine@samson-inc.com. **Please RSVP by July 15 with the number attending.**

Holiday Inn Express:
524 East 23rd St.
402-564-2566
Rate: \$119.95
Reserve by July 22

New World Inn:
Hwy 30 & 81
402-564-1492
Rate: \$60 plus tax
Reserve by July 5

Sleep Inn:
Hwy 30 East & 3rd Ave.
402-562-5200
Rate: \$74.69
Reserve by August 1

Markets

By: Jordan Mueller

Cattle Outlook

The market has done a fairly good job at recovering from the LFTB smearing and BSE incident, however futures are still trading at a larger than usual discount to the cash market. Moving into the second half of the year, supply fundamentals will strengthen for the live cattle market, as the shortage of feeders has started to hit feedlots based on the last cattle on feed report. Third quarter supplies are likely to decline compared to second quarter, which would only be the second time in 22 years.

The big question going forward will be consumer demand. Consumers have yet to be tested with higher priced beef as retailers have pushed back each time the cutout nears \$200. We are entering the highest demand time of year, and if demand does not increase, there could be a push back on prices.

Grain Outlook

The corn market continues to have swings as traders react to macro market events and weather forecasts. Unless a weather event occurs this summer to damage yield, new crop corn will most likely trade below \$5.00. Old crop corn has taken a hit as South American corn has become \$20-\$30/ton cheaper than U.S. corn. If you still have old crop corn to sell, be wary of prices transitioning to new crop prices.

Soybeans have seen a steep sell off over the past few weeks as the market has started to correct the record net long position. New crop beans now look to be undervalued at \$12.80. Most concerns are based on fears of China cancelling shipments; however, even with a good year new crop beans will still be historically tight. The market looks poised for another run up this summer into the fall.

Overall, as economic issues in Greece and the EU become more concerning, more money flows to the dollar increasing its value, which is a negative for commodity markets.

Customer Services Department

Tag Order Information

By: Amber Miller

With fall creeping up on us, it is that time of year when Program Compliant Tags are in demand. Make sure to plan ahead and order your preferred type of tag at least two weeks before tagging. This will assure that you receive the tags by the time you work the calves and avoid having to pay expensive overnight shipping fees.

Types of Program Compliant Tags (Temple Mfg) that Samson offers:

Visual Dangle Tag:



Electronic Identification (EID) Tag:



Matched Set (Visual Dangle Tag & EID):



Simple Steps to Ordering Tags:

- Identify your ranch or feedlot name and address
- Communicate the tagging date
- Verify the type of tag (visual dangle, EID or matched)
- Confirm the program type (Age, NHTC, VQA or NE3)
- Determine the quantity of tags (order in groups of 25)
- Request a tagger, if needed

PLEASE NOTE THAT THERE IS AN INHERENT RISK OF LOSS ASSOCIATED WITH TRADING FUTURES AND OPTIONS CONTRACTS EVEN WHEN USED FOR HEDGING PURPOSES. PLEASE CAREFULLY CONSIDER YOUR FINANCIAL CONDITION BEFORE INVESTING IN FUTURES AND OPTIONS CONTRACTS. FUTURES TRADING IS NOT SUITABLE FOR ALL INVESTORS. WHEN INVESTING IN THE PURCHASING OF OPTIONS, YOU MAY LOSE ALL OF THE MONEY YOU INVESTED. WHEN SELLING OPTIONS, YOU MAY LOSE MORE THAN THE FUNDS YOU INVESTED.

Customer Spotlight

Knud Aagaard-Svendsen

By: Dani Went

For those of you who have attended previous summer events, you may remember the meat cutting demonstrations led by Knud Aagaard-Svendsen. Knud is an International Beef Marketing Specialist at MetaFoods, based in Atlanta, GA. MetaFoods is a trading company that specializes in beef, pork and poultry exports from the U.S. with an international customer base. Knud originated from Denmark but has spent most of his life in North America and the Caribbean. During the 1980's, he coincidentally got involved in a Danish meat company and his career grew from there. So why did we choose Knud as this quarter's customer spotlight? Frankly, without him, Samson's NHTC program wouldn't be in existence.

In 2003, Knud got involved with the NHTC program. The entire NHTC program began with 20 head of cattle, and has now grown substantially to over 50,000 head/year. When Knud met Scott at a Greater Omaha Packing meeting in 2004, he was looking for NHTC cattle. By 2005, Samson had their NHTC program up and running. At that time, most of the NHTC cattle Scott sent to MetaFoods came out of the Samson feedlot north of Platte Center. As the years have passed, the two never dreamed their relationship would grow into what it is today.

When Knud first began in the industry in the early 1980's, packers did mostly domestic business and little exports. It was the trading companies who pioneered the international markets for the meat industry. Knud explained that, in the end, the added value to the carcass is what convinced packers and the industry as a whole that exports were the way to go. Today, the value added to each beef carcass due to exports is \$205, and exports add \$60 per hog. With the help of Knud, MetaFoods established NHTC markets in Europe. Because the European Union requires beef sold in any of these countries to be free of growth promotants, producers can sell a quality product overseas and receive a higher premium in return.

The U.S. began shipping beef to Europe in the 1980's. Until the current NHTC program was established in 2003, exporting to Europe was shut down and restarted several times due to hormones being present in the cattle. Many Europeans lost trust in U.S. beef after this. To regain that trust in U.S. beef, MetaFoods periodically brings European customers over to the U.S. to tour feedlots, farms and packing plants. "Not only does this have a positive influence of U.S. beef on the European customers, but it also instills confidence in the U.S. beef producers and their product," said Knud.

When asked where he sees the future heading, Knud said, "In our industry, we need to explore new things and try new ideas, such as the NHTC program. The industry has grown and changed dramatically since I first got involved." Knud also talked about the importance of working together. "It is extremely important that all stakeholders in this industry work together to come out with one unified voice, not only to the international markets, but to the government, consumers, etc. We have to be on the same page when obstacles get in our way."



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

