



*"Working for Nebraska beef producers - pasture to plate."*

April 3, 2020

NC Member,

We are in an unprecedented time. Responding to implications of the COVID-19 pandemic that come on the heels of losses from weather, the Holcomb Kansas beef plant fire and declining cattle and crop prices is requiring us to dig deep, individually, and collectively. Contemplating all this, I am proud of how fellow producers from the local, state, and national levels have raised both questions and suggestions to address short and long-term aspects of the situation we all have been dealt.

These fellow producers advocated for one-time relief to be included in the CARES Act, and their work continues in helping shape how the aid is to be provided. On another front, our focus intensifies on the long-term agenda items that include exploring modifications to existing risk mitigation programs like the Livestock Risk Protection program (LRP) or others to incentivize participation by cattlemen, and exploring ideas to incentivize more cattle to be marketed on the cash market, thereby increasing true price discovery and transparency in the marketplace. NC's policy encourages cash negotiated trade levels reach 50 percent of fed cattle marketed. While working on the matters mentioned above, we have also created a task force to define marketing-related problems and propose solutions to them. I am encouraged by the passion the task force members have for fixing things, and I look forward to sharing the action items they will lay out.

As work on all these continues, I believe we are each challenged to pull forth fortitude our parents and grandparents used to get them and our operations through seemingly unsurmountable challenges in the past. I recall, too, that they pulled together at times such as this, and they pushed aside knee-jerk reactions and chose to focus on helping each other, taking care of their livestock and identifying solutions. I think it is important for us to remember we have these things in our DNA.

We need to continue to address problems and solutions together. We value everyone's input; your support and ideas are important. Please let your local and state NC member leaders hear from you.

Regards,

A handwritten signature in cursive script that reads "Kenneth Herz".

Ken Herz, President  
Nebraska Cattlemen