



NEWS RELEASE

Iowa Cattlemen's Association

2055 Ironwood Court, Ames, Iowa 50014
Phone: 515-296-2266 Fax: 515-296-2261

NEWS RELEASE

September 8, 2011

Contact: Dal Grooms, ICA Communications Director, 515-296-2266, ext. 219

Local resident wins at Iowa State Fair Cattlemen's booth

AMES, IOWA – Janet Maschmann, Victor, won a \$500 beef certificate from the Iowa Cattlemen's Association. Maschmann entered ICA's drawing at the Iowa State Fair by correctly answering the quiz questions at the booth called "Cattle Farmers Do It by the Numbers." The booth provided information about beef production and feedstuffs.

More than 1,250 fairgoers submitted correct answers to the quiz. Daily \$100 winners were drawn, but Maschmann's name was drawn for the grand prize. The Iowa Beef Industry Council provided the beef certificate which Maschmann and the others won.

The 11 daily drawing winners were:

Michele Hews, Adel
Steve Davidson, Bloomfield
Laura Amsler, Des Moines
Shirley Askland, Des Moines
Terry Kraft, Des Moines
Susan Ahrenholtz, Elk Horn
JoAnne Korpi, Ogden
Gary Decker, Robins
Joan Fleener, Wall Lake
Emilee Jones, Washington
Anisa Kennedy, West Des Moines

Would you have qualified for the drawing? Here are the questions and answers that Maschmann and the others answered at the ICA booth.

1. For at least six months, calves rely on cow's milk and grass to grow. A cow produces an average of 21/2 gallons of milk per day to feed her calf. How much grass must a cow eat daily to produce that much milk?
100 pounds
2. A beef animal is a ruminant, which means it has a stomach composed of four compartments. This allows it to digest grasses, hay and other roughage. How much of the nutrients consumed by cattle come from sources (such as these grasses) that are not suitable for human food?
85%
3. In the past it took 75 bushels of corn to finish out a 1300 lbs. steer. How much corn does it take today when used in combination with co-products?
16 to 30 bushels
4. How much of the finishing ration in a feedlot diet comes from co-products (these are by-products of ethanol production)?
87%

5. How many consumers does the beef produced in Iowa feed per year?

16.8 million people

-30-

About the Iowa Cattlemen's Association: The Iowa Cattlemen's Association represents about 9,500 beef-producing families and associated companies dedicated to the future of Iowa's beef industry. ICA's mission is "Grow Iowa's beef business through advocacy, leadership and education."