

President's Message

Randy Schmitt, President
Rugby



Merry Christmas and Happy New Year from the Schmitt Ranch!

As we move from mid-November into December, I think many of us are feeling especially thankful for the stretch of weather we've been given. Every mild day takes a little pressure off our winter feed supplies. Here, on our ranch, now that our two boys, Lane and Ty, have joined the operation, we find ourselves not nearly as far behind as in past years.

Looking back on 2025, it's been a year we'll remember for a long time — not because of predictable cycles, but because of unpredictable forces that pushed our markets in directions that haven't always matched the realities we see on the ground. What we have experienced recently hasn't been a typical supply-and-demand shift. Instead, it's felt like the market has been pushed, with the intent of delivering lower beef prices to consumers, whether or not the fundamentals support it.

That leads to a question many of us have asked (sometimes out loud

"Consumers see the total on the receipt and assume we're reaping windfalls. What they don't see is the risk, sacrifice and long game we play every day to keep herds healthy, pastures productive and operations sustainable. The narrative too often misses the nuance."

in the pickup, sometimes under our breath in the alleyway and sometimes while pushing a grocery cart): How does one come to the conclusion that beef is too high? When you stand in the grocery store and look at the prices, you have to wonder: Where exactly is beef "too high?" At the ranch level? The feedyard? The packer? The retailer? From where we're standing as producers, dealing with tight cow

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NDSA President Randy Schmitt's wish for the membership this holiday season: "To enjoy the things that don't always make it onto our calendars."



PAST PRESIDENTS

1988-90:

Roger Stuber • Bowman • (701) 523-5371

1992-94:

Dean Meyer • Dickinson • (701) 225-2736

1998-2000:

Richard C. Tokach • St. Anthony
(701) 445-7390

2000-02:

Gene Harris • Killdeer • (701) 863-6695

2002-04:

Jeff Dahl • Gackle • (701) 485-3762

2004-06:

Melvin Leland • Sidney, Mont.
(701) 565-2347

2006-08:

Mark Huseth • McLeod • (701) 439-2385

2012-14:

Jason Zahn • Towner • (701) 720-7247

2014-16:

Steve Brooks • Bowman • (701) 523-6732

2016-18:

Warren Zenker • Gackle • (701) 320-2585

2018-20:

Dan Rorvig • McVie • (701) 797-7338

2020-22:

Jeff Schafer • New Rockford • (701) 947-2568

2022-24:

Jason Leiseth • Arnegard • (701) 770-1129

