



Missouri Cattlemen's Association

Serving Missouri's Cattle Industry Since 1911

August 27, 2025

Brandon Williams
Fire Chief
Doolittle Rural Protection District

I'm writing on behalf of the Dent Phelps County Cattlemen's and the Missouri Cattlemen's Association. MCA is the largest and oldest association solely representing beef cattle producers in the state formed in 1911. As you know, Dent and Phelps has a lot of cattle producers and home to nearly 70,000 head of cattle.

We caught wind that PETA – an animal rights extremist organization – is sending you a box of fake meat from Slovenia based Juicy Marbles. We believe you deserve better. We believe hardworking men and women like the real thing. We believe you prefer American as well. Nothing against Slovenia but give me a break. What is even in that stuff?

While PETA is out there parading around naked and protesting family farms throughout the country, our members are working hard to produce a delicious, nutritious product for communities throughout the country. If that plant-based stuff is so good... Why do they feel a need to call it meat and make it look like meat? Imposters, no doubt.

As hard as they may try, no plant-based or lab grown imitation product will ever match the tenderness and tastiness of a nutrient dense steak sizzling on the grill. We know you plan to report back on your plant-based BBQ, but we want you to have something to truly compare it with. Not only are we going to provide you with 30 beef ribeyes from Hometown Processing in Salem, but the Dent Phelps Cattlemen are also going to grill them for you while you relax after a hard day serving your community. Get in touch with me to set up a day and time that works for you and your crew.

In all seriousness, this association truly appreciates what you and other fire districts do for rural Missouri. September is farm safety month and serves as a reminder how important our men and women in uniform are to preventing farm accidents and saving lives. Consider this gift of REAL BEEF a huge thank you for all you do.

Respectfully,

Mike Deering
Executive Vice President
Missouri Cattlemen's Association