



Chairman's Message

It is a joy and privilege to serve as the 2010 Chairman of the Texas Cattle Feeders Association. This is a great organization to work with, and a lot of opportunities come with the chairmanship. However, as too many of my predecessors have had to do in recent years, my message to readers of the *Cattle Feeders Annual* must acknowledge the struggle our industry is enduring. There may have been longer periods of bad times for cattlemen, although I really don't know when.

Even with our difficulties, I feel strongly that we have very good reason to remain confident. Our way of life will prevail and better days are ahead. Two things help give me that optimism: the knowledge that cattlemen simply cannot be beat when it comes to having the courage to overcome hardship and the fact that TCFA is on our side, which is especially reassuring when your back is against the wall.

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I want to emphasize that TCFA works for all cattlemen. Whether you're a cattle feeder or you're a cow-calf operator, a backrounder or a stocker, TCFA is your ally.

Imitation is the sincerest form of flattery. That old saying is true of TCFA, as our association is frequently copied by other organizations in the industry. TCFA leadership on many issues has benefitted all beef producers. TCFA was the first organization to develop a beef quality assurance program and also led the way in devising high standards for humane animal handling practices.

It is on behalf of all cattlemen that TCFA fights to protect private property rights and to make sure that new laws and regulations that affect cattlemen are based on sound science and good business sense. It is with all cattlemen in mind that TCFA initiates and supports research to improve beef as a product and to help cattlemen continue to be shining examples to all agriculture when it comes to environmental stewardship.

If you are a rancher with a retained ownership arrangement with a TCFA member feedyard, you get a better price for your cattle because of the unrivaled marketing expertise TCFA staff offers feedyard managers. And TCFA is helping cultivate our industry's future leaders through youth programs such as the Junior Fed Beef Competition, the Junior Fed Beef Career and Leadership Program, and the TCFA Education Foundation Scholarship Program. TCFA also works to help open and expand overseas markets for U.S. beef.

I could compose a lengthier list of the wonderful things TCFA has accomplished and the services it provides. But suffice it to say that I am very proud to be a part of this fine association. As TCFA chairman, I am blessed to work with an excellent board of directors, a talented staff and the more than 5,000 members who are dedicated to producing the best beef in the world.

Our industry is on the way back to prosperity. Know that TCFA will be with you every step of the way.

Mike Engler
Chairman