



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Chairman Jason Hitch Invites You to Attend the 2014 TCFA Annual Convention

A message from 2014 TCFA Chairman Jason Hitch on the 2014 TCFA Annual Convention:

"It's that time of year, and I couldn't be more thrilled to invite you to join me in my home state in Oklahoma City – the cool city with warm hospitality – Oct. 26-28 at Cox Convention Center as fellow cattlemen gather from near and far to experience all that's in store for the 2014 TCFA Annual Convention.

Attendees are in for a special treat with this year's lineup of thought-provoking topics to be discussed. You will have the opportunity to connect with and learn from this year's dynamic and inspirational keynote speakers as well as our expert panel on sustainable beef production. Add engaging, educational tours and friendly, but competitive, sports tournaments – with some live music, dancing and networking in between – and you won't want to miss any part of this annual event.

We will have the privilege of hearing from former Commander of the U.S. Special Operations Command (USSOCOM) and the first ever **Four-Star Navy SEAL Eric Olson**, who is credited with developing the specialized forces that have accomplished some of the most notable military operations of the last decade. He is sure to captivate us all Monday morning when speaking about national security, geopolitics, building, training and leading highly effective teams in the 21st century.

CattleFax CEO Randy Blach will close Monday morning's session by presenting the annual cattle market outlook to update and help arm producers with the knowledge they need in making more profitable marketing and management decisions in their operations. **NCBA President Bob McCan** will share accomplishments on national and international industry issues achieved through a strong partnership with state affiliates like TCFA, and I will provide an overview of some very interesting issues during my year as Chairman.

Tuesday morning at Convention is packed with intriguing speakers on critical industry topics, starting with **Nina Teicholz**, investigative journalist and author of "The Big Fat Surprise – Why Butter, Meat and Cheese Belong in a Healthy Diet." She'll reveal the truth – that everything we *thought* we knew about dietary fat is wrong – and that the very foods some have been denying themselves, such as creamy cheeses and sizzling steaks, could very well be the key to reversing the epidemics of obesity, diabetes and heart disease.

Shalene McNeill, Executive Director of Human Nutrition Research at NCBA, who has more than 13 years of experience in food, nutrition and agriculture research and public nutrition education, will follow Teicholz in a presentation on the topic of "Beef's Bad Rap and What We Can Do About It."

Concluding the Convention experience is an informative **Sustainable Beef Production Panel** made up of leaders from the areas of beef retailing, environmental groups, grain supply chains and others who will debate and discuss one of the hottest topics in the industry.

Remember, this is the *last* week for you to register in order to be entered in the drawing for the \$500 Cabela's gift card giveaway! Register before **Sept. 18** at <http://tinyurl.com/tcfa-conv-reg> for a chance to win. I look forward to welcoming you soon to Oklahoma City for the cattle feeding event of the year!"

Make your hotel reservations today at the Renaissance Hotel using this direct link or phone number, and request the Texas Cattle Feeders Convention block: <http://tinyurl.com/renaissance-hotel-convention> or 1-800-468-3571. This room block expires **Sept. 25**. TCFA also has a block of rooms reserved at the Skirvin Hotel, which expires **Sept. 23**. If you would rather reserve a room at the Skirvin, use this direct link or phone number: <http://tinyurl.com/skirvin-hotel-convention> or 1-888-490-6546.

House Votes to Protect Private Property Rights, Halting EPA and Army Corps' Land Grab

The House of Representatives on Tuesday passed Waters of the United States Regulatory Overreach Protection Act of 2014 (HR 5078) to halt the Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers'

(Corps) proposed “Waters of the United States” rule. TCFA and NCBA applaud the efforts of Rep. Southerland (R-Fla.) to block what is described as the largest federal land grab to date.

“As a small business owner and [part of] a family that is also in the timber business, I understand regulatory creep and what we have seen through the EPA and the Corps of Engineers is the very definition of regulatory creep,” said Rep. Southerland. “The old rule was adjacent wetlands to navigable waters. Now it’s all waters adjacent to wetlands, adjacent to navigable waters. This really facilitates a capture of private property using the Clean Water Act and this onerous authority as a tool for imminent domain.”

Under current regulation, states have primary responsibility for regulating waters within their boundaries and twice the United States Supreme Court has reaffirmed this authority. The proposed rule strips this balance and expands federal jurisdiction to nearly every water in the country, including ditches, puddles and ponds. Southerland’s bill, which prevents EPA and Corps from finalizing, implementing, adopting or enforcing the proposed rule, has the bipartisan support of 35 TCFA-area Reps. and passed 262 – 152.

Ashley McDonald, NCBA environmental counsel, said just as importantly to farmers and ranchers, this bill invalidates the interpretative rule which was published alongside the “Waters of the United States” proposal in an attempt to clarify the “normal farming, silviculture and ranching activities” exemptions under Sec. 404 of the Clean Water Act.

“The interpretive rule actually narrows the scope of what is considered normal farming and ranching practices,” said McDonald. “Practices such as building a fence or grazing cattle have previously never needed a permit. However, without approval of the Natural Resource Conservation Service, producers could face up to \$37,500 in fines, per day. This is far from Congressional intent and puts farmers and ranchers livelihoods in jeopardy.”

NCBA and PLC strongly encourage the Senate to take up this bill and protect the rights of private property owners across the country.

TCFA urges you to help “Ditch the Rule” by submitting comments to EPA and the Corps opposing the proposal. Simply go to www.tcfa.org and click on the WOTUS banner at the top of the page. Fill in your contact information and click submit to pull up pre-populated comments that can be personalized with your thoughts or sent as is. **The last day to submit comments is Oct. 20, 2014.**

Texas School District Joins Meatless Mondays Trend

The Austin-area school district of Dripping Springs launched a pilot program that gives students meatless meals every Monday at lunch in all three of its elementary schools. Students who want to eat a meal containing meat must bring it themselves from home.

This Monday’s meal offerings included black-bean burritos and a vegetarian chili with cornbread, with baby carrots and sliced peaches. The schools’ other meatless meals have included cheese sandwiches, cheese ravioli, spinach salad and vegetarian soups.

Many parents have contacted the school opposing the new program, and Texas Agriculture Commissioner Todd Staples wrote an editorial for the *Austin American-Statesman* about keeping “Meatless Monday” campaigns out of Texas schools and restricting children’s lunches.

“Restricting children’s meal choice to not include meat is irresponsible and has no place in our schools. This activist movement called ‘Meatless Mondays’ is a carefully-orchestrated campaign that seeks to eliminate meat from Americans’ diets seven days a week – starting with Mondays,” he said. “We cannot force such an agenda-driven diet on anyone who has not chosen such a diet – especially our school children.”

Read the Commissioner’s full column at <http://tinyurl.com/todd-staples-meatless-mondays>.

U.S. Meat Export Volumes Slip in July

High prices for red meat slowed down the pace for U.S. beef and pork exports in July for the first time this year, according to monthly statistics released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

U.S. beef exports value for the month of July held steady at \$621.7 million but slipped 15 percent in volume in comparison to July 2013. Still, for the calendar year beef exports are 4 percent above last year at 687,752 mt and remained on pace for record year with total value at \$3.89 billion, up 13 percent.

“Demand for U.S. beef in Asian markets has continued to strengthen this year, adding further value to cuts that are popular there and underutilized domestically,” said USMEF president and CEO Philip Seng. “With our limited supplies, competition for these cuts among Asian buyers contributes greatly to U.S. cattle prices. USMEF continues to work with our industry partners to educate the trade about alternative cuts and merchandising ideas, so that we can deliver value to our Asian customers even in these times of historically tight supplies.”

Moreover, for the first seven months this year, U.S. beef exports calculated to 14 percent of total production and 11 percent for muscle cuts. The export value per head of fed slaughter was \$298.56 in July, slightly down from June but \$25 year-over-year.

World Food Prices Hit Four-Year Low

World food prices in August hit their lowest level since September 2010 as prices of all major food groups except meat fell, led by a sharp decline in dairy prices, the UN's food agency said on Thursday. The Food and Agriculture Organization's (FAO) price index, which measures monthly price changes for a basket of cereals, oilseeds, dairy, meat and sugar, averaged 196.6 points in August, down 3.6 percent from July.

While larger-than-expected cereal crops around the world and falling dairy prices continue to drop, partly due to Russian bans on dairy imports from countries which have imposed sanctions on Moscow over the conflict in Ukraine, meat prices bucked the trend to rise 1.2 percent on the month as demand in China supported imports and herd rebuilding in Australia reduced exportable supplies of beef.

Find more information at <http://tinyurl.com/world-food-four-year-low>.

Beef Doesn't Get Much Leaner

The beef industry has gone to great lengths for consumers to make beef leaner, but, with more lean cuts than ever before, it is questioned if the trend to make beef leaner can continue.

The beef checkoff's Shalene McNeill doesn't think so. "Because today's beef is so closely trimmed, there's not much more progress we can make toward leaner product," she said. "But, the availability of lean beef cuts is extremely important in helping consumers feel better about beef."

Twenty years ago, only seven lean cuts existed, but now there are more than 38. Lean, as defined by the U.S. Department of Agriculture, is when a piece of beef has less than 10 grams of total fat, less than or equal to 4.5 grams of saturated fat and less than 95 milligrams of cholesterol per 3.5 ounces of meat. According to McNeill, although the focus on lean is important, it's only part of the great beef nutrition story. She said it is important that consumers know that beef contains 10 essential nutrients and has other health benefits.

To read more, visit <http://tinyurl.com/war-on-fat-lean-beef>.

USDA Invests \$328 Million to Conserve Grasslands and Farmland

Agriculture Secretary Tom Vilsack announced Monday that \$328 million in conservation funding is being invested to help landowners protect and restore key farmlands, grasslands and wetlands across the nation.

The funding is provided through the Agricultural Conservation Easement Program (ACEP), which was created in the 2014 Farm Bill to protect critical wetlands and encourage producers to keep lands in farming and ranching. Approximately 380 projects nationwide were selected to protect and restore 32,000 acres of prime farmland, 45,000 acres of grasslands and 52,000 acres of wetlands.

Find more information on ACEP at <http://tinyurl.com/usda-acep> and more about technical and financial assistance through conservation programs at www.nrcs.usda.gov/GetStarted or [local USDA service center](#).

Liquid Feed Production Increases

The American Feed Industry Association's Liquid Feed Committee released on Sept. 9 the results of its 2014 Liquid Feed Tonnage Report, revealing an overall increase of 6.25 percent from 2012 to 2013 in liquid feed production, *Feedstuffs* reports.

The survey revealed the most significant increase in liquid feed tonnage was for beef feedlot utilization at 24 percent while feed mill blends production decreased by 5 percent. The data provides statistical information on liquid feed production and estimates long range trends occurring within the industry.

Find more information at <http://tinyurl.com/liquid-feed>.

Smart Labels to Detect Pathogens Prior to Retail

Researchers at the University of Alberta are developing smart materials to detect harmful microbes that cause food-borne illnesses before products reach consumers, *Meatingplace* reports. The new smart materials, which will be incorporated into food packaging, will help improve safety from the packaging facility to transport to stores.

Development involved combining three technologies: the stimuli-responsive polymer that makes up the smart material, the biological detection system and food microbiology. The materials have been programmed to change color in the presence of disease-causing bacteria such as *E. coli*, salmonella or listeria, and in response to temperature changes. The next step for the research team is integrating the three technologies and developing a smart label design that is feasible for industry implementation. Read more at <http://tinyurl.com/smart-labels>.

NCBA Convention Now Accepting Internship Applications

NCBA is accepting applications for internships during the 2015 Cattle Industry Convention in San Antonio, Texas, Feb. 4-7, 2015. The deadline to submit an application is Oct. 6, 2014.

The annual Cattle Industry Convention boasts over 5,500 attendees and a trade show with more than 250 booths. Interns are offered a unique, behind-the-scenes experience of setting up the trade show, manning the NCBA Political Action Committee booth, assisting with the NCBA-PAC auction, helping members vote on NCBA policy, working with the media and helping to guide cattlemen and cattlemen to convention events.

To apply, interested college juniors, seniors or graduate students should submit the convention internship application, a college transcript, two letters of recommendation and a resume to internship@beef.org. More information and the internship application are available on NCBA's website, www.beefusa.org.

Water Conservation Advisory Council Opens Nominations for Annual Blue Legacy Awards

The Water Conservation Advisory Council announced on Tuesday the opening of the nomination period for the Blue Legacy Awards in municipal, agricultural and manufacturing water conservation.

The Blue Legacy Award is an annual award program that recognizes the outstanding water conservation efforts and successes of entities and individuals. The Council is excited to recognize innovators across the state who champion preserving the state's most precious resource, water. Each award category provides several opportunities for nominees to showcase their efforts.

The nomination period for the 2015 Blue Legacy Awards will remain open until Nov. 3. Awardees will be chosen by panels organized by the Council, notified by support staff and invited to attend an award ceremony.

To learn more about the 2015 Blue Legacy Awards, visit www.savetexaswater.org or contact Katherine Thigpen, Council Support Staff, at Katherine.Thigpen@TWDB.Texas.gov or (512) 463-1667.

Agricultural Safety Group Offering Grants up to \$10,000

The Agricultural Safety and Health Council of America (ASHCA), a national coalition of agribusinesses, producer organizations and safety professionals seeking to improve safety of agricultural workers, has announced a deadline of Jan. 7, 2015, for grant applications.

The purpose of the ASHCA Safety Grants Program is to provide financial support to promote evidence-based safety/health strategies addressing farmers, ranchers and agricultural workers. Information regarding eligibility, priorities, application instructions and frequently asked questions is available at www.ashca.org.

Sponsor Spotlight

TCFA is proud to recognize its top sponsors whose efforts help deliver top-notch service.

This week's spotlight shines on



Merial is a proud partner of the cattle industry and a long-standing sponsor of TCFA. As an innovation driven animal health company, Merial provides high-quality products, relevant educational programs and valuable insights on best management practices to help increase herd health, cattle productivity and producer profitability. With a comprehensive range of products such as LONGRANGE™ (eprinomectin), ZACTRAN® (gamithromycin), IVOMEC® EPRINEX® (eprinomectin) and the IVOMEC® (ivermectin) portfolio, and the MERIAL SUREHEALTH™ calf preconditioning program, the company offers a broad array of support to help meet the diverse needs of producers. For more information, visit www.merial.com or call (888) 637-4251.

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