



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Last Call for Early Registration and Room Reservations!

The 2014 TCFA Annual Convention is just around the corner and so are the deadlines for early registration rates and hotel blocks. Thursday, Sept. 25 is the last day to register for Convention at a discounted rate. Register today at <http://www.tcfa.org/news-events/convention-registration.html> and save \$50.

Congratulations to Andrea Payan-Phipps with Cargill Cattle Feeders-Bovina on being drawn as the winner of the \$500 Cabela's gift card for registering prior to Sept. 18!

Make your hotel reservations today at the Renaissance Hotel by going to <http://tinyurl.com/renaissance-hotel-convention>, or call 1-800-468-3571 and request the Texas Cattle Feeders Convention block. The Renaissance Hotel 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, visit <http://tinyurl.com/skirvin-hotel-convention> or call 1-888-490-6546.

The 2014 TCFA Annual Convention is a tremendous opportunity to gain new industry information from an exciting lineup of speakers. TCFA has developed a dynamic schedule, highlighting topics of serious importance. It only happens once a year, so join us in Oklahoma City at the Cox Convention Center to be a part of the following:

SUNDAY, OCTOBER 26

Registration: 2-7 p.m.

BEEF-PAC Silent Auction: 2-7 p.m.

Welcome Party & Sports Lounge: 4-9 p.m.

BEEF-PAC Feeders 500 Club Reception (Members Only): 6-8 p.m.

(Contact Shannon Standley at shannon@tcfa.org to become a member of the BEEF-PAC Feeders 500 Club)

MONDAY, OCTOBER 27

TCFA Chairman's Address by Jason Hitch

NCBA Update by Bob McCan, NCBA President

National Security, Geopolitics and Leadership in the 21st Century by Eric Olson, USN, RET.

Cattle Market Outlook by Randy Blach, CattleFax CEO

TCFA Awards Luncheon with Miss Oklahoma 2014 Alex Eppler

TOUR: Lopez Foods and Express Ranch

TOUR: Oklahoma City Bombing Memorial and Overholser Mansion

TOUR: U.S. Olympic Training Center, Devon Boathouse and Bricktown

Cattle Feeders Get Together

TUESDAY, OCTOBER 28

"The Big Fat Surprise – Why Butter, Meat and Cheese Belong in a Healthy Diet" by Nina Teicholz

"Beef's Bad Rap and What We Can Do About It" by Shalene McNeill, NCBA

Sustainable Beef Production Panel

Rate-of-Gain Lease Holders Now Eligible for Disaster Assistance, Contact FSA by Sept. 30

Contract growers and rate-of-gain lease holders are now eligible for livestock disaster assistance programs. Producers who have suffered eligible disaster-related losses are encouraged to contact their local Farm Service Agency (FSA) office by Sept. 30 to avoid congressionally mandated payment reductions in the new fiscal year, which begins Oct. 1, 2014. Producers who register for the Livestock Forage Disaster Program (LFP) with their FSA office by Sept. 30 will not be subject to the payment reduction, regardless of when their application is processed. Conversely, Livestock Indemnity Program (LIP) applications must be fully completed by Sept. 30 in order to avoid the payment reduction.

As an alternative to visiting the FSA office, an online registration has been developed to enable producers to put their names on an electronic list before the deadline to prevent reductions in their LFP assistance. To place a name on the LFP list online, visit www.fsa.usda.gov/disaster-register.

The LFP compensates eligible livestock producers who suffered grazing losses due to drought or fire between Oct. 1, 2011 and Dec. 31, 2014. Producers forced to liquidate their livestock may also be eligible for program benefits; however, feedyards are not eligible to participate in the program. View fact sheets for the 2014 Farm Bill and LFP program at www.fsa.usda.gov/farmbill and <http://go.usa.gov/5JTk>.

Modernization of the Endangered Species Act Addressed at Legislative Hearing

On Tuesday, the House Committee on Natural Resources held a hearing to discuss six bills that attempt to update and improve the Endangered Species Act of 1973. NCBA and the Public Lands Council (PLC) stand in full support of modernizing and streamlining the ESA, which hasn't been reauthorized since 1988.

NCBA and PLC have been involved in this effort on several fronts, submitting comments in partnership with state affiliate organizations on the Gray and Mexican Wolves, Sage Grouse, Lesser Prairie Chicken and the Black Footed Ferret, among others. While designed to protect species from endangerment or extinction, the ESA has proven itself to be ineffective and immensely damaging to livestock producers' ability to stay in business. To read the entire story, visit <http://tinyurl.com/modernization-esa>.

PCAST Releases Report on Efforts to Combat Antimicrobial Resistance, President Issues Executive Order

On Thursday, the President's Council of Advisors on Science and Technology (PCAST) issued a long awaited report on combating antibiotic resistance. The 78-page PCAST report, entitled *Report to the President on Combatting Antibiotic Resistance*, "provides a set of practical and actionable steps that the federal government could take to address the rise of antibiotic resistance through focused efforts in three areas:

- Improved surveillance of antibiotic-resistant bacteria to enable effective response, stop outbreaks and limit the spread of antibiotic-resistant organisms.
- Increased longevity of current and new antibiotics, by promoting appropriate use, preventing the spread of antibiotic-resistant bacteria and scaling up proven interventions to decrease the rate at which microbes develop resistance.
- Increased rates of discovery and development of new antibiotics."

Coinciding with the release of the PCAST report, President Obama signed an executive order creating a task force of federal agencies and an advisory council of top non-governmental experts. The new task force will be co-chaired by the secretaries of Agriculture, Defense and Health and Human Services and is charged with developing a National Action Plan that outlines specific actions to be taken to implement the PCAST report's recommendations and the *National Strategy for Combating Antibiotic-Resistant Bacteria*.

The executive order also encourages more appropriate oversight of the use of antibiotics in hospitals, as well as better tracking of antibiotic use and the development of new antibiotics and tests. While the executive order focuses primarily on the use of antibiotics in human health, it also contains several mentions of antibiotic use in livestock and makes the following charges:

- The Food and Drug Administration (FDA) in HHS in coordination with the Department of Agriculture (USDA), shall continue taking steps to eliminate the use of medically important classes of antibiotics for growth promotion purposes in food-producing animals.
- USDA, the Environmental Protection Agency (EPA), and FDA shall strengthen coordination in common program areas, such as surveillance of antibiotic use and resistance patterns in food-producing animals, inter-species disease transmissibility and research findings.
- USDA, EPA, and FDA shall work together with stakeholders to monitor and report on changes in antibiotic use in agriculture and their impact on the environment.

TCFA and NCBA have long advocated the responsible and judicious use of antibiotics through multiple, industry-led initiatives, including the Beef Quality Assurance program and the Producer Guidelines for "Judicious Use of Antimicrobials," and encouraged farmers, ranchers and cattle feeders to work with veterinarians to select and use antibiotics appropriately and as needed. TCFA and NCBA will continue to analyze the documents and provide appropriate feedback.

Go to www.whitehouse.gov/blog/2014/09/18/pcast-releases-new-report-combating-antibiotic-resistance to find a detailed summary of yesterday's actions and links to the full PCAST report, executive order and the national strategy.

NASDA Members Say “Withdraw” on EPA’s Proposed Rule on Waters of the U.S.

Last Friday, at the Annual Meeting of the National Association of State Departments of Agriculture (NASDA), NASDA Members unanimously called on the Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers (Corps) to withdraw the proposed Waters of the U.S. Rule. NASDA also urges the EPA and Corps to collaborate with state departments of agriculture and other stakeholders on the appropriate scope of federal Clean Water Act jurisdiction.

“As it stands, this proposed rule dramatically expands EPA’s jurisdiction and creates too much uncertainty for our farmers and ranchers. This rule must be withdrawn,” said NASDA CEO Dr. Barbara Glenn. “It is critical that the agencies engage state regulators and stakeholders to work together to find a path forward before the agencies move towards implementation or further rulemaking.”

“This action should once again send a strong signal to EPA, the Corps and the Obama Administration that the proposed rule on Waters of the U.S. is an unacceptable expansion of regulatory authority under the Clean Water Act,” said TCFA Chairman Jason Hitch. “There are only four weeks remaining in the comment period. Please go to the TCFA website at www.tcfa.org and click on the banner at the top of the page to submit your comments in opposition to this proposal.”

AMI Seeks Rehearing on COOL Case

The American Meat Institute (AMI) and eight co-plaintiffs, including NCBA, have filed a petition for panel rehearing and rehearing *en banc* with the U.S. Court of Appeals for the District of Columbia Circuit as part of its appeal for a preliminary injunction to block implementation of USDA’s May 2013 final rule on country-of-origin labeling (COOL). The move follows the July 29 decision by the Appeals Court to reject the coalition’s appeal of the denial of its July 22, 2013 request for a preliminary injunction to block implementation of USDA’s May 2013 final rule on COOL.

The petition filed on Friday seeks a panel rehearing and rehearing *en banc* to contest the authority of USDA’s Agricultural Marketing Service (AMS) to regulate production practices in the COOL rule, specifically by prohibiting the commingling of meat products. This issue was not addressed by the *en banc* panel, and the Petition argues that the earlier opinions of the District Court and three judge Appeals Court panel, which condone this aspect of the regulation, contradict established legal precedent.

“AMI and our co-plaintiffs believe that because of the economic significance of the COOL statute, which is costing the industry more than half a billion dollars based on an agency overstepping its administrative role, it is of exceptional importance that the court rehear the appeal,” said Mark Dopp, AMI senior vice president of regulatory affairs and general counsel. “The precedent set by the court in this case will have impact on other cases for years to come.” Find the petition at <http://tinyurl.com/ami-cool-petition>.

Study Points to Positive Effect of Red Meat in Elderly

A study conducted by Deakin University in Australia found that elderly women improved muscle size and function by combining resistance training with a diet rich in lean red meat. The study, called STEPS (Seniors, Thinking, Exercise and Protein Study), also showed that the red meat diet caused a 10 percent increase in a hormone central to muscle growth and a 16 percent reduction in a pro-inflammatory marker that has been linked to muscle loss and chronic diseases.

“Loss of muscle and cognitive function – i.e. memory, speech, ability to learn new information – are the two most common consequences of aging and are linked to the decline in everyday functional abilities and increased falls risk, as well as the progression to other chronic diseases, such as dementia and Alzheimer’s disease.” said Deakin’s professor of exercise and aging Robin Daly. “Given the results of this study, we believe that eating the recommended three to four servings of lean red meat a week combined with a strength training program could well be the key to keeping our body and mind in peak condition.”

According to Daly, the study shows that protein stimulates the production of a hormone (serum IGF-1) central to muscle growth. This same hormone is also necessary for the growth and function of brain cells. It is therefore conceivable that lean red meat combined with strength training will not only have huge benefits on muscle function, but also improve cognitive performance and neural health.

Read the full story at <http://tinyurl.com/red-meat-elderly>.

Consumers Willing to Pay More for Beef, Chicken Products in September

Oklahoma State University's monthly Food Demand Survey results showed consumers spent more on food consumed away from home in September (up 2.86 percent from August) and less on groceries than they did in August (down 0.28 percent). The index showed decreases in the amount of money consumers were willing to pay for pork chops and deli ham but increases in the amount they were willing to pay for steak and hamburgers.

The survey also tracks awareness and concern on different issues, including *E. coli*, salmonella and farm animal welfare, which were all ranked in the top three concerns in August, although concern for all issues fell from August to September.

Taste, safety and price remained consumer's most important values when purchasing foods, remaining similar to those in past months, with a decrease in perceived value of fairness and novelty and an increase in perceived value of appearance, origin and animal welfare.

Similar to previous months, consumers reported that their main challenge was finding affordable foods that fit within their budget. Finding time to cook at home and finding food children will eat remained last, as in previous months. Find the Food Demand Survey results at <http://tinyurl.com/sept-food-demand-survey>.

Fat Is In, Changing Meat Economics

Newly released information that has shed light on the fact that dietary fat may not be as bad as it's been portrayed for the last 50 years seems to be changing the economics around meat demand, livestock economist Len Steiner told the North American Meat Association Outlook Conference last week, *Meatingplace* reports.

The principal of the Steiner Consulting Group gave an overview of changing economic conditions affecting meat consumption and production globally, highlighting the challenge that record-high prices in the market now for beef presented his team's calculations. He said prices in the market were markedly higher than their calculations indicated they should be, even taking into consideration the tight supply situation domestically.

The hidden factor, he said, is a shift in the demand curve: U.S. consumers are demanding their beef, even as higher prices normally would have dampened sales and consumption.

A wave of media coverage questioning the longstanding link between saturated fat and heart disease, including the April release of Nina Teicholz's book, "The Big, Fat Surprise: Why butter, meat and cheese belong in a healthy diet."

"A lot of what's been passed on by the food nutritionists for the last 40, 50 years is simply wrong," Steiner said. "We have reason to believe that [a demand curve shift] is a big part of what's occurred this year," he said.

Looking ahead to prices for proteins in 2014 and 2015, Steiner projects that fresh beef will end the calendar year up 32.4 percent over 2013's prices, with prices in 2015 up another 12.5 percent. Meanwhile, 50/50 trim, with prices up 38.6 percent in 2014, will slow down next year, up only 5.6 percent.

Editor's note: Hear Teicholz speak firsthand about her book, "The Big, Fat Surprise: Why butter, meat and cheese belong in a healthy diet" at the 2014 TCFA Annual Convention Oct. 26-28 at Cox Convention Center in Oklahoma City. Register online today at <http://www.tcfa.org/news-events/convention-registration.html>.

Read more on this story at <http://tinyurl.com/fat-is-in>.

Beef Checkoff Offers Menu Insights to Foodservice Purveyor

The foodservice and retail influencer program (formerly known as Channel Marketing and B2B Marketing), has taken a new approach this year in how it supports the \$682 billion foodservice segment with marketing and selling beef. The program is now focused on building deep, valuable relationships with key operators, suppliers and distributors that significantly impact beef demand and sales. Once identified, the checkoff team offers the partner custom, experiential activities based on individual needs to showcase real-time solutions that can quickly transition into actionable results.

In August, the beef checkoff did just that with Outwest Meat Company, a wholesale meat distributor serving the finest restaurants and hotel casinos in the greater Las Vegas area. The beef checkoff created an in-depth beef education experience that Outwest Meat Company's customers couldn't get anywhere else. The event, "BEEFlexible: Vision, Value and Inspiration," took place at the MGM Grand Hotel and Casino, and nearly 75 customers attended to hear from a range of subject-matter experts on topics such as beef production, market conditions, menu trends and new fabrication techniques for menu strategies.

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Pre- and post-surveys showed a positive shift in attendees' perceptions of beef's value and reinforced that they left the event with a greater knowledge of beef trends, a deeper understanding of beef supply and demand and more awareness and clarity surrounding modern beef production.

For more information on the program that stimulates short-term beef sales and maintains long-term beef demand within the foodservice channel, visit www.beeffoodservice.com. For more information about your beef checkoff investment, check out www.mybeefcheckoff.com.

Faces of Farming & Ranching Finalists Announced

U.S. Farmers & Ranchers Alliance (USFRA) has announced the finalists in the Faces of Farming & Ranching nationwide search that is meant to help give a real face to agriculture. USFRA has selected these standout farmers and ranchers who are proud of what they do and who are actively involved in sharing those stories in public and on social media.

Finalists include Erin Brenneman, Iowa; Darrell Glaser, Texas; Jay Hill, N.M.; Brian Jones, Texas; Carrie Mess, Wis.; Jessica Potter, Colo.; Thomas Titus, Ill.; and Carla Wardin, Mich.

From Oct. 24 through Nov. 2, visit USFRA's Facebook page (<http://tinyurl.com/usfrafb>) and/or www.fooddialogues.com/Faces to learn more about each of the finalists and the work they do, including short videos highlighting their farms/ranches, and vote for whom you believe best exemplifies agriculture. Winners will be announced on Nov. 12 at a press conference during the National Association of Farm Broadcasting Convention (NAFB) in Kansas City.

Winners will serve in multiple high-visibility roles on behalf of USFRA, participating in a number of activities including national media interviews, public appearances and events.

Hunger Easing Globally But One in Nine Undernourished

While the number of hungry people around the world has decreased, global food and agriculture agencies report that 805 million people, or one in nine, still do not have enough to eat, *Reuters* reports.

"A stock-taking of where we stand on reducing hunger and malnutrition shows that progress in hunger reduction at the global level has continued but that food insecurity is still a challenge to be conquered," the United Nations food agency, International Fund for Agricultural Development and World Food Programme said in their report, "The State of Food Insecurity in the World".

An ambitious goal to halve the absolute number of chronically undernourished people by 2015 has been met by 25 developing countries since 1990, but there has not been enough time for the whole world to achieve this, the report said. Find the full story at <http://tinyurl.com/one-in-nine-undernourished>.

Missouri Right-to-Farm Vote Withstands Recount

Missouri's "right-to-farm" statewide amendment, which voters approved by a narrow margin in an August primary election, has again come out ahead in a recount, according to news reports. The amendment, which aims to protect farmers from burdensome new regulations on accepted practices, passed by 2,490 votes in the August election. After the recount, the winning margin was 2,375 votes, according to an announcement from Missouri Secretary of State Jason Kander. Find Kander's press release at <http://tinyurl.com/kander-pr>.

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