



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

5501 I-40 W. • AMARILLO, TEXAS • PHONE (806) 358-3681 • www.tcfa.org • info@tcfa.org

Volume 49, Number 20

May 15, 2015

Defense Authorization Bill Passes with Dietary Guidelines, Prairie Chicken Provisions

Earlier today, the U.S. House of Representatives passed the National Defense Authorization Act (NDAA) introduced by House Armed Services Committee Chairman Mac Thornberry (R-Texas). Included in the bill was language that directs the Secretary of Defense to base military nutrition programs on sound nutrition science only.

“The committee supports efforts by the Secretary of Defense to implement nutritional standards based upon the best available and most scientifically sound nutrition evidence to enhance the physical and cognitive health and performance of military and civilian personnel, while maximizing their readiness and warfighting capabilities. As such, the committee is concerned about recommendations contained in the Scientific Report of the 2015 Dietary Guidelines Advisory Committee that focus on issues outside of nutritional health, such as those to incorporate sustainability, climate change, and other environmental factors and agricultural production practices into the criteria for establishing the final 2015 Dietary Guidelines for Americans (DGA). Therefore, should the Secretary of Defense utilize the DGA recommendations, the committee directs the Secretary of Defense to include in military nutrition programs only those DGA recommendations that fall within the scope of health and wellness.”

Also included in the NDAA were amendments to block the listing of the Lesser Prairie Chicken (LPC) and the Greater Sage Grouse (GSG) as endangered. Rep. Frank Lucas (R-Okla.) offered the amendment to prohibit the listing of the LPC as a threatened and endangered species until 2021, at which time the LPC may only be listed if the Secretary of Interior determines the goals in the range-wide management plan are not being met. The GSG amendment was offered by House Natural Resources Committee Chairman Rob Bishop (R-Utah) and will prohibit the federal government from instituting their own management plans on federal lands which go beyond those state plans currently in place.

U.S. House Votes to Kill WOTUS and Require EPA to Include Stakeholders in Rewrite

Earlier this week, the U.S. House of Representatives passed the Regulatory Integrity Protection Act to override EPA’s proposed Waters of the United States (WOTUS) rule. President Obama has threatened to veto the bill if it passes the Senate.

The House is also working on other bills that would prevent the rule from being implemented at its scheduled time, giving more time to improve and modify the rule to become more practical. Similar legislation has also been introduced in the Senate and is awaiting action.

“We commend the members of the House on taking this action to protect America’s farmers, ranchers and land stewards from this Administration’s overzealous regulatory agenda,” NCBA President Phillip Ellis said. “The proposed rule that the EPA and Army Corps are working quickly to finalize would put yet another regulatory burden on the rural economy and private landowners. This action by Congress will ensure that our private lands remain viable and productive, leaving landowners free to undertake stewardship and production decisions without interference by the EPA and the Administration. We urge the Senate to pass their companion legislation and send this to the President’s desk.”

Read the full article by visiting <http://tinyurl.com/HouseKillsWOTUS>.

Senate Clears Debate Path for TPA

The Senate voted 65-33 on Thursday to overcome a procedural hurdle clearing the way for consideration of Trade Promotion Authority (TPA) next week. The next challenge for the Senate will be passing amendments prior to the Memorial Day recess in order to keep this bill moving forward. Trade Promotion Authority will allow U.S. trade negotiators to craft the best deal possible for U.S. goods while providing our trading partners with the assurance that once a deal has been reached it will not be changed by Congress.

USDA Releases Final Tenderized Beef Labeling Rule

USDA Food Safety and Inspection Service (FSIS) has finalized labeling requirements for mechanically tenderized beef effective May 2016. This new rule will require that beef products that have been mechanically, blade or needle tenderized be labeled to give consumers additional information about safe preparation and to prevent risk of foodborne illness. The labels will include minimum internal temperature and hold times. Because of its process, mechanical tenderization can transfer pathogens that exist on the surface of the meat to the center, so it is important that consumers know to cook these products more thoroughly than those that have not been mechanically tenderized.

For more information, visit <http://tinyurl.com/USDA-Beef-Labeling-Rule>.

U.S. Beef Industry Outlines Traceability System to China

Leaders within the U.S. beef industry have agreed to satisfy China's demands for a traceability system, thereby gaining access to China's beef market.

The National Cattlemen's Beef Association (NCBA), U.S. Meat Export Federation (USMEF) and North American Meat Institute (NAMI) in a letter last week urged Agriculture Secretary Tom Vilsack and U.S. Trade Representative Michael Froman to promptly conclude negotiations with Beijing to reopen its markets to U.S. beef.

To meet China's requirements for certification at the slaughter plant – allowing possible traceback to the birth premise of every animal providing beef exported to the country, NCBA, USMEF and NAMI have outlined a voluntary traceability system. Included in the system are cattle in existing animal identification programs such as Animal and Plant Health Inspection Service's (APHIS) National Uniform Eartagging System and the brucellosis ear tagging system with permit documentation of birth premise, along with cattle in various USDA Process Verified Programs that include traceback capabilities. This information would be made available to APHIS in the event of an animal health incident.

"To be acceptable to the industry, participation in this system must be voluntary, recognizing that only beef from cattle that are covered by the system will be certified for export to China," the groups wrote.

In 2014, total U.S. beef exports reached a record high of \$7.1 billion, although China's markets have been closed to the U.S. since 2003.

"Our industry associations represent the entire beef value chain, from ranchers to feedlot operators to meat packers and export trading companies, and we believe that access to the large and growing Chinese beef market is essential to the future health of the U.S. beef industry," the groups wrote.

Read the full article at www.meatingplace.com/Industry/News/Details/58282.

USDA Puts \$6.5 Million to Water Conservation in Drought-Impacted Cattle Country

This Thursday, U.S. Department of Agriculture (USDA) Secretary Tom Vilsack announced a \$6.5 million investment in the Ogallala Aquifer region to help farmers and ranchers conserve billions of gallons of water and improve water quality. Seven priority areas in five states have been identified in which funding will be directed to strengthen these rural economies and support their primary water sources.

Through the Ogallala Aquifer Initiative (OAI), USDA's Natural Resources Conservation Service (NRCS) has directed 2015 fiscal year's funding towards these targeted areas. Both High Plains Underground Water Conservation District (HPWD) and the North Plains Groundwater Conservation District (NPWD) have been identified as priority areas for the OAI.

"This funding assists conservationists and agricultural producers in planning and implementing conservation practices that conserve water and improve water quality," Vilsack said in a news release. "This work not only expands the viability of the Ogallala Aquifer but also helps producers across the Great Plains strengthen their agricultural operations."

This conservation investment builds on \$66 million that NRCS has invested through OAI since 2011. Vilsack noted in the official press release that much of the funding invested by USDA has been matched or supplemented by individual producers.

"Water is a precious resource, and the Ogallala Aquifer Initiative helps our farmers and ranchers use it wisely," said NRCS Chief Jason Weller. "This is especially important in a place like the Ogallala, where drought conditions have prevailed in recent years. We know we can't change the weather, but we can help producers be ready for it."

To read the full press release, visit <http://tinyurl.com/USDA-Ogallala-PR>. Visit <http://tinyurl.com/USDA-Ogallala-Areas> for the complete list of identified priority areas.

Report Shows that E. coli, Salmonella Rates of Infection Decline

According to a report published on Thursday by the Center for Disease Control, the rates of infection from common E. coli and salmonella types decreased significantly in 2014 when compared to the baseline of 2006-2008.

Infection rates from Shiga-toxin producing *E. coli* O157 have decreased 32 percent when compared to 2006-2008 and 19 percent compared to the most recent three years. Additionally, salmonella typhimurium declines 27 percent from 2006-2008, continuing on a decreasing trend since the mid-1980s.

“The CDC data is another strong indication that industry and government efforts are working to reduce foodborne illnesses from major pathogens of concern which is consistent with major declines in pathogen rates we’ve seen on meat and poultry products in recent years,” said Betsy Booren, Vice President of Scientific Affairs at the North American Meat Institute. “We’re committed to working with the government to continue these improvements and seek out ways to lower foodborne illnesses across all foods.”

Read the full article and report by visiting <http://tinyurl.com/nlzsacu>.

Job Market Promising for Agriculture Graduates

The job market for recent agriculture college graduates is bright, according to an employment outlook report from USDA’s National Institute of Food & Agriculture (NIFA) and Purdue University. There are estimated to be 57,900 agricultural job openings annually for highly skilled positions. With an estimated 35,400 students graduating with an agricultural degree this year, there are likely to be more jobs than students to fill them. The largest portion of these jobs are in management and business fields, representing 26,700 annual job openings, and science and engineering fields, representing 15,500 annual job openings.

“There is incredible opportunity for highly skilled jobs in agriculture,” Agriculture Secretary Tom Vilsack said. “Those receiving degrees in agricultural fields can expect to have ample career opportunities.”

To view the report with details about projected job opportunities, visit <http://tinyurl.com/Aq-Grad-Career>.

Cattlemen’s Beef Board Nominees Sought

TCFA is a certified nominating organization and is in the process of identifying potential nominees for appointment to the Cattlemen’s Beef Board. Please email names and bios of qualified and interested individuals to Shannon Standley at shannon@tcfa.org. Please see the USDA letter to nominating organizations outlining required considerations for diversity of nominees at <http://tinyurl.com/2015-CBB-Nominees>.

Consumer Food Confusion Growing

New research shows that consumers are confused over what they should and shouldn’t eat. According to a survey released by the International Food Information Council (IFIC), consumers’ confusion is a continuous concern. The survey found that 78 percent of consumers would prefer information regarding what they should consume as opposed what they should not consume.

“Despite what we see that people want to be told what to do, we continuously tell them what not to do, and I think they’re very, very confused,” said Dr. Jim Hill, executive director of the Anschutz Health and Wellness Center at the University of Colorado. In addition, more than 36 percent of the survey respondents listed their top food safety concerns are “chemicals” in their food, followed by 34 percent are concerned about foodborne illnesses from bacteria.

Marianne Smith Edge, IFIC Foundation’s senior vice president of nutrition and food safety, said that confidence in the food supply is slowly diminishing. She claims that this is a trust factor with consumers, as fewer people have a connection with agriculture and the two sources closest to production – farmers and food companies or manufacturers.

“Americans are struggling to find clear guidance on health and well-being,” Smith Edge said. “We need positive guidance that can promote good advice and instill confidence in the food supply.”

Read the full story by visiting at <http://tinyurl.com/Conumer-Confused>.

Cattle Feeders Hall of Fame

Registration is now open for the 2015 Cattle Feeders Hall of Fame Induction Banquet on July 14 in Westminster, Colo. The event recognizes outstanding members of the cattle feeding community and announces inductees into the Cattle Feeders Hall of Fame. In the seventh year of nominations, this group of nominees showcases five unique pioneers and visionaries for the cattle feeding industry, including TCFA Past Chairmen James Herring of Friona Industries and Robert “Bob” Jossierand of AzTx Cattle Co. From the five nominees, two will be inducted into the Cattle Feeders Hall of Fame.

In addition to the 2015 Hall of Fame inductees, the winner of the 2015 Industry Leadership Award will also be announced. The nominees for the Industry Leadership Award have contributed to the cattle feeding industry through outstanding advocacy and leadership. TCFA member Dr. Kenneth Eng, a pioneering consulting nutritionist, is featured as one of the nominees in this category.

Follow the link to register for the banquet at <http://tinyurl.com/2015-Cattle-Feeders-HOF>. Registration deadline is June 19.

New App Educates Consumers About Beef

A new mobile application called “Wow That Cow” is available for consumer education about the beef industry. The app, created and sponsored by Tulare County Cattlemen and Tulare County CattleWomen, includes a puzzle with the cuts of beef, a beef trivia game, and a by-products search and find. Consumers can also follow a rancher on a cattle drive. The games in this app are designed to educate consumers on nutritional benefits of beef as well as the lesser known role that beef by-products play in our everyday lives. The app is free and can be downloaded from the Apple store at <http://tinyurl.com/Beef-App>.

Checkoff Calling for Nominations for Beef Quality Assurance Awards

The National Beef Checkoff program is seeking nominees for the 10th annual National Beef Quality Assurance (BQA) Awards. The 2016 National BQA Awards recognize four winners in the area of beef, dairy, marketing and education.

Nominations will be reviewed and winners will be selected by a committee of representatives from universities, state beef councils and affiliated groups. Nominations can be submitted by any organization, group or individual on behalf of a U.S. beef producer, marketer or educator; however, individuals and families may not nominate themselves.

Find more about BQA Awards by visiting <http://tinyurl.com/Checkoff-Nominations-BQA>. Applications are due by June 20.

Boxing Legend Enters Meat Business

George Foreman has taken up a new kind of boxing, and this kind delivers fresh meats to the doors of his customers. George Foreman’s Butcher Shop launched this week with a system that strives to serve butcher shop style and quality while delivering to the customer’s front door. The shop will serve USDA Choice and Prime beef cuts, poultry, pork and gourmet side dishes. George Foreman is most widely known as an Olympic gold medalist and world heavyweight champion boxer. View his new site at <http://www.gfbutchershop.com/>.

Sponsor Spotlight

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

This week’s spotlight shines on



By combining Elanco and Novartis Animal Health, they’ve created a new global leader capable of delivering more innovation and value to their customers. From cow/calf to packer, Elanco now serves every segment of the industry.

Elanco plans to significantly increase its investment in research and development, bringing greater depth to their pipeline of animal health solutions. They’re also bringing analytics as a management tool - and perhaps a different way of looking at data - to help enhance customers’ efficiency and profitability.

The new Elanco demonstrates what they call Full Value Beef™ - partnering with their customers to better understand their businesses and provide meaningful solutions. Adding the strengths of the Novartis brands helps them to better leverage Full Value Beef, so they can deliver value in this health management space through vaccines, antibiotics, implants, analytics and technical support. For more information, visit www.elanco.us/why.

This copyrighted material is the property of TCFA and is intended for the use of TCFA members only. It may not be redistributed, transmitted, stored or reproduced, in whole or in part, without the prior written consent of TCFA. The information contained in this material is believed to be reliable and correct, and the views expressed reflect judgments at this time and are subject to change without notice. TCFA does not warrant or guarantee that the information is complete, comprehensive or accurate and it should not be relied upon as such.

Texas Cattle Feders Association

May 15, 2015