



# TEXAS CATTLE FEEDERS ASSOCIATION

---

# NEWSLETTER

---

5501 I-40 W. • AMARILLO, TEXAS • PHONE (806) 358-3681 • [www.tcfa.org](http://www.tcfa.org) • [info@tcfa.org](mailto:info@tcfa.org)

Volume 49, Number 36

September 4, 2015

## Registration Now Open for 2015 TCFA Annual Convention

Join TCFA friends and leaders for the 2015 TCFA Annual Convention that will be held Nov. 1-3 in San Antonio, a city rich in history and culture. This year's convention will offer dynamic speakers delivering crucial information, and as always, there will be plenty of opportunities to make memories and have a great time.

Start Monday morning with an inspirational breakfast and message of Pastor Matthew Hagee, followed by the opening general session. Keynote speaker Jason Dorsey, also known as The Gen Y Guy<sup>®</sup>, will give valuable insights on *Crossing the Generational Divide* in the marketplace and workplace. If you run a business that employs multiple generations, and especially Millennials, you will not want to miss Dorsey. Also hear from Paul Genho, past president of Farmland Reserve Inc., who will present a global analysis on soils, water, climate and other factors, as he discusses *The Future of Protein Production in a Global Market*. And you will want to hear the industry and policy updates from TCFA Chairman Tom McDonald and NCBA President Philip Ellis in Monday morning's session.

The awards luncheon will honor individuals and their achievements in TCFA programs throughout the year and feature Miss Texas Shannon Sanderford. Following the luncheon are some incredible tour opportunities to choose from. Molly McAdams will present Beef Case of the Future, as you tour local meat markets. Enjoy local art and history by touring The Alamo and Institute of Texan Cultures. Be part of a rewarding experience new this year by volunteering at the San Antonio branch of Snack Pak 4 Kids. TCFA and its members partner with Snack Pak 4 Kids in the Beef 4 Kids initiative, ensuring that children across the Panhandle and San Antonio have nutritious beef in their weekend diets. End the evening with a toe-tapping good time at the Cattle Feeders Get Together and BEEF-PAC Auction featuring Mario Flores and The Soda Creek Band.

Tuesday morning's program offers more outstanding information and speakers including Randy Blach's always popular *Commodity Market Outlook*, detailed insights on *Cracking the Consumer Code: Building Trust and Consumer Confidence* from Charlie Arnot, CEO at The Center for Food Integrity, and an important message about beef's future in the American diet from NCBA's Shalene McNeill with *Beef's Bad Rap: Dispelled Myths Beef Producers Should Know*.

Conclude your time at Convention by enjoying a round of golf, sporting clays or exploring historic San Antonio! Make plans to attend. You don't want to miss this year's TCFA Annual Convention!

Visit [www.tcfa.org](http://www.tcfa.org) and click on the Convention banner at the top of the page to register.

## Judge Tosses FWS Listing of Lesser Prairie Chicken

In a 29-page ruling on Tuesday, a federal judge threw out the Fish and Wildlife Service's (FWS) decision to list the lesser prairie chicken as threatened under the Endangered Species Act (ESA). Judge Robert Junell of the U.S. District Court for the Western District of Texas ruled in favor of four New Mexico counties and the Permian Basin Petroleum Association.

The March 2014 listing has been sharply criticized by agriculture and oil and gas interests in five southern Great Plains states. Texas, New Mexico, Oklahoma, Kansas and Colorado have established a rangewide conservation plan administered by the Western Association of Fish and Wildlife Agencies (WAFWA). The effort was meant to prevent the species' listing under the ESA.

Junell said FWS's regulations require the agency to fully consider such conservation measures – including ones that have yet to be implemented – to see whether they will be sufficient to avoid a listing.

The agency, he concluded, failed to adequately weigh the rangewide plan, which encourages industry and landowners to protect habitat through mitigation and offsetting land.

To read the entire ruling, visit <http://tinyurl.com/FWS-9-4-15>.

### **New Research on Health Benefits of Meat Consumption**

Adding steak to your everyday diet could help ward off heart disease according to a new study published in the *Journal of Nutrition* conducted by England's University of East Anglia (UEA). Researchers studied health data from 2,000 British women, investigating the different types of food they ate. Higher intake of amino acids was linked to lowered blood pressure and arterial stiffness, both major causes of heart attack and stroke. They found that the amino acids from vegetable sources were more likely to lower blood pressure, and the amino acids from meat and dairy were linked to lower levels of arterial stiffness.

"The really surprising thing that we found is that amino acid intake has as much of an effect on blood pressure as established lifestyle risk factors such as salt intake, physical activity and alcohol consumption," said lead researcher, Dr. Amy Jennings, from UEA's Norwich Medical School. "For arterial stiffness, the association was similar to the magnitude of change previously associated with not smoking."

To learn more about the study, visit <http://tinyurl.com/UAE-9-4-15>.

### **Humans Carry More Antibiotic-Resistant Bacteria Than Animals They Work With**

A recent study published in the *Journal of Dairy Science*<sup>®</sup> investigated staphylococcal populations responsible for causing mastitis in dairy cattle, one of the most costly diseases the industry faces. Use of antibiotics in treating this disease has been one of the many claims that agriculture is contributing to the rise in antibiotic-resistant bacteria. The study found, however, that the humans working with the cows carried more antibiotic-resistant staphylococci than did the animals with which they worked. The levels of bovine staphylococci were relatively low.

"As an industry we are making great strides to reduce the use of blanket treatment of farm animals with antibiotics and the notion that antibiotic-resistant bacteria are moving from farm animals to humans has been debunked many times," observed Matt Lucy, Ph.D., Professor of Animal Science at the University of Missouri. "What the authors found is that the humans working with farm animals carry far more antibiotic-resistant staphylococci than the farm animals they work with. The risk, therefore, is the transfer from humans to farm animals and not from farm animals to humans as is often suggested."

To read more about the study, visit <http://tinyurl.com/JDS-9-4-15>.

### **Food in a Future of 10 Billion**

A new article published in the journal *Agriculture and Food Security* addresses the possible danger of using anti-biotechnology marketing strategies in food production and sales as it relates to the future of agricultural production and feeding a growing world. "Food in a Future of 10 Billion" is authored by Nina V. Fedoroff, the Evan Pugh professor emerita at Penn State and former president of the American Association for the Advancement of Science (AAAS). She is one of the most distinguished scientists in the public policy sphere, according to Agri-Pulse.

The article warns that "the increasing vilification of GM foods as a marketing tool by the organic food industry" may be the "most counterproductive development" in efforts to increase our much needed food production. The fear is driven not only by consumers sharing their beliefs, but by companies using marketing tools and non-governmental organizations such as Greenpeace and Friends of the Earth who carry out powerful campaigns spreading misinformation on agricultural technologies.

To view "Food in a Future of 10 Billion," visit <http://tinyurl.com/AFS-9-4-15>.

### **HSUS Introduces Animal Care Petition in Massachusetts**

The Humane Society of the United States (HSUS) has filed a petition in Massachusetts that would make it unlawful for a farm owner or operator to "knowingly cause any covered animals to be confined in a cruel manner." The petition, titled "An Act to Prevent Cruelty to Farm Animals," would also make it unlawful for business owners to knowingly sell any shell eggs, whole veal meat or whole pork meat that they know to have been "confined in a cruel manner". The petition defines this as to "prevent a covered animal from lying down, standing up, fully extending the animal's limbs or turning around freely." If passed, the provisions of the act would take effect on Jan. 1, 2022.

To read the full text of the petition, visit <http://tinyurl.com/HSUS-9-4-15>.

### **Chipotle Faces Lawsuit over Non-GMO Claims**

Chipotle Mexican Grill recently announced that it would be transitioning to an entirely GMO-free menu. The company is now facing a class-action lawsuit in federal court accusing it of false advertising. The California plaintiff, Colleen Gallagher, is seeking damages, restitution and other equitable relief because she claims they still sell items on their menu made with GMO ingredients and that she has been deceived into paying more for a product than she otherwise would have. The items in question are animal products that were fed GMO feed and soft drinks made with corn syrup.

Chipotle responds that it has always been honest about these issues and that some of the graphics inaccurately depicting Chipotle's menu board were not created or approved by the company. To read more about the lawsuit, visit <http://tinyurl.com/GMO-9-4-15>.

### **Workshops Available Regarding FDA Guidance and Veterinary Feed Directive**

The Farm Foundation, NFP, is hosting 12 workshops across the country to help educate producers, feed suppliers and veterinarians on FDA's new Veterinary Feed Directive (VFD). According to Farm Foundation, the workshops are designed for attendees to gain a comprehensive understanding of two Guidance for Industry (GFIs) issued by the FDA regarding the use of medically-important antimicrobial drugs in food-producing animals. There will also be opportunity for government agencies, universities and extension personnel to learn about the new requirements.

The workshops are free of charge and run from 8:30 a.m. to 4:00 p.m. A workshop is available in Amarillo on Sept. 11, 2015. To learn more about the workshops, visit <http://tinyurl.com/VFD-7-17-15>.

### **2015 Dr. Kenneth & Caroline McDonald Eng Foundation Symposium**

The 2015 Dr. Kenneth & Caroline McDonald Eng Foundation Symposium will be held Sept. 17-18 at the Skirvin Hotel in Oklahoma City, Okla., with the theme being "Innovations in Intensive Beef Cow Production, Care and Management." The Symposium is used for universities to present their latest research findings that targets improvements in beef cow efficiency and profitability by intensive and semi-confined production systems. Research is conducted through the Dr. Kenneth and Caroline McDonald Eng Foundation.

For more information or to register for the Symposium, visit <http://www.ansi.okstate.edu/eng-symposium>.

### **Texas Environmental Excellence Awards**

The Texas Commission on Environmental Quality (TCEQ) is accepting applications for the 2016 Texas Environmental Excellence Awards. This is the highest environmental honor in the state, which recognizes inspiring efforts of businesses, local governments, schools, students, individuals and other entities. The awards recognize projects from nine areas, including categories such as agriculture, pollution prevention and water conservation.

Applications may be submitted through Sept. 25, 2015. To apply, visit [www.teea.org/apply/](http://www.teea.org/apply/).

### **NAMI Accepting Applications for Environmental Recognition Awards**

The North American Meat Institute (NAMI) Foundation is now accepting applications for its 2016 Environmental Recognition Awards. The Environmental Recognition Awards were developed to provide recognition of a company's dedication to continuous environmental improvement, as witnessed by the development and implementation of Environmental Management Systems (EMS).

Award winners will be honored on Jan. 25, 2016, during NAMI Foundation's Environmental Conference for the Meat and Poultry Industry as a part of the International Production and Processing Expo in Atlanta.

To learn more about the contest, visit <http://tinyurl.com/NAMI-9-4-15>.

### **College Aggies Online Scholarship Program**

The Animal Agriculture Alliance is launching its annual College Aggies Online Scholarship Program (CAO) for its seventh year to help students with a passion for agriculture become confident, positive and proactive communicators. This is a nine-week competitive program that develops lifelong skills in students to advocate for agriculture. Students can enter individually or with a school organization. There are weekly assignments and competitions such as blogging, creating infographics and promoting agriculture on social media.

The top three individuals will earn \$2,500, \$1,000 and \$500 respectively in scholarships, and the top three clubs will earn \$5,000, \$2,500 and \$1,000 in prizes. The top three individuals and one representative each from the top three clubs will also receive an all-expenses-paid trip to Washington, D.C. to attend the Animal Agriculture Alliance's annual Stakeholder's Summit.

To learn more about the scholarship program or how to apply, visit <http://tinyurl.com/CAO-8-14-15>.

## Beef Industry Internships Available in Washington D.C.

The National Cattlemen's Beef Association (NCBA) and the Public Lands Council's (PLC) government affairs office in Washington, D.C., is now accepting applications for the spring 2016 public policy internship. The internship is open to college juniors, seniors and graduate students and runs from Jan. 11, 2016 through May 13, 2016.

NCBA is also accepting applications for its 2016 Cattle Industry and Convention and Trade Show internships. These are available to college juniors or above with a minimum 3.0 GPA and passion for the cattle industry. Applicants must be able to travel to San Diego, Calif., Jan. 25-30 for the internship. Interns will help different NCBA staff members with a variety of meetings and events and should be prepared for a wide range of responsibilities.

Applications for all of these opportunities are due by Oct. 1, 2015. For more information on the public policy internship, visit <http://tinyurl.com/NCBA-9-3-15>. For more information of the 2016 Cattle Industry and Convention and Trade Show internships, visit <http://tinyurl.com/NCBA-9-4-15>.

## Sponsor Spotlight

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

This week's spotlight shines on

# DATA MARS



Temple Tag and Z Tags are two known and trusted brands in livestock identification. Together, under the umbrella of Datamars, Inc. (a recognized worldwide leader in animal identification), they offer a complete line of livestock identification products from visual to electronic identification, most notably the Temple Feeder tag lines and the Z Tags Feedlot and unique one-piece cow tags. Both brands have brought innovation and quality products to the market and will continue to work to that end bringing more advanced and easier-to-use products to livestock producers with outstanding customer service. Contact the TCFA area representatives, Benny McLain at (806) 676-4119 or Darin Burns at (830) 305-4443.

Temple Tag and Z Tags products are made in Temple, Texas.

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 Feeders Association**

**September 4, 2015**