



# TEXAS CATTLE FEEDERS ASSOCIATION

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# NEWSLETTER

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## **COOL Decision Set for Late November**

This week, the World Trade Organization (WTO) Arbitration panel met with the United States, Canada and Mexico in order to determine the level of economic damage caused by the U.S. country-of-origin labeling (COOL) law and authorize retaliation levels. Together, Canada and Mexico have requested authorization to impose retaliatory tariffs of \$3.2 billion. Once the panel releases its determination on the level of damages, Canada and Mexico will be free to impose retaliatory tariffs on U.S. exports. The decision is expected to be released around Nov. 27.

Sen. Pat Roberts (R-Kan.) has proposed a bill to repeal the COOL requirements for beef, pork and chicken; however, the Senate has yet to consider this bill. The House has already passed legislation to repeal COOL.

## **47 Senators File Resolution to Kill WOTUS**

Forty-seven Republican senators have co-sponsored a joint resolution to kill the Waters of the U.S. (WOTUS) rule. The resolution was filed under the 1996 Congressional Review Act, which is an expedited procedure used to block new regulations with a simple majority vote.

If the resolution passes the Senate, President Obama is likely to veto it. To read the resolution as filed, visit <http://tinyurl.com/9-Resolution>.

## **Senate Agriculture Committee Advances Critical Reauthorization Bills**

Thursday morning, the Senate Agriculture Committee advanced reauthorization bills for Livestock Mandatory Price Reporting (MPR) and the U.S. Grains Standards Act, both of which are set to expire Sept. 30.

MPR requires that packers report to USDA the prices they pay livestock producers for cattle, hogs and lambs, and the prices they receive for wholesale meat cuts. It will also require USDA to conduct a study, with input from the livestock and meat community, on the workability of the reporting program prior to the next reauthorization in 2020.

In the advanced version of the U.S. Grains Standards Act, the committee included several significant reforms to the Federal Grain Inspection Service's (FGIS) operations and the official grain inspection system, including a requirement that USDA approve requests for waivers of the official grain inspection requirement if FGIS fails to restore official inspection service, unless the disruption is caused by an emergency.

It is expected that the House of Representatives will consider the Senate version of the bill once it is finally passed. The Senate MPR bill is slightly different than the version the House passed earlier this year.

## **Convention Speaker Spotlight: Paul Genho, Ph.D.**

Paul Genho has 50 years of experience in acquiring and managing agriculture properties worldwide and currently serves as an independent consultant to various agriculture firms.

His vast business leadership and management experience includes most recently as President of Farmland Reserve, Inc. (FRI) and Chairman of the Board of AgReserves, Inc. (ARI). Prior to this position, he was Vice President and General Manager of King Ranch for 7 years. Before moving to King Ranch, Dr. Genho managed Deseret Ranches of Florida for 17 years.

Dr. Genho has a Ph.D. in Animal Science from the University of Florida and has served in numerous leadership positions within the NCBA, scientific, agriculture and academic communities. He and his wife, Meredith (deceased), are the parents of 9 children and 36 grandchildren.



### **E. coli-Stopping Plant Proteins Discovered**

Two German scientists published an article in the *Proceedings of the National Academy of Sciences* that documents the discovery of engineered plant proteins that can kill *E. coli* strains in food products. These mixtures of plant proteins were found in tobacco, spinach and leafy beets. The scientists propose these mixtures as an “inexpensive food treatment for the broad control of pathogenic *E. coli* strains.”

To view the study, visit <http://tinyurl.com/e-coli-9-18-15>.

### **European Commission Issues Guidelines on Antimicrobial Use**

The European Commission has published guidelines to prevent the overuse of antimicrobials in veterinary medicine by sharing best practices. Some of the measures outlined for antimicrobial use are also encouraged for application in human medicine to help control antimicrobial resistance. This “One Health” approach is based on collaboration and joining both human and veterinary medical sectors in order to attack the issue.

To view the latest guidelines, visit <http://tinyurl.com/EC-9-18-15>.

### **First U.S. Food Waste Reduction Goals Announced**

The USDA has announced the first-ever food waste reduction goals for the United States. Agriculture Secretary Tom Vilsack and Environmental Protection Agency Deputy Administrator Stan Meiburg are leading the program, calling for a 50-percent reduction in food waste by 2030. The federal government will work with charitable and faith-based organizations, the private sector and local governments to reduce waste, improve food security and conserve natural resources.

According to a press release from USDA, food loss and waste accounts for nearly 31 percent of the U.S. food supply at approximately 133 billion pounds. “The United States enjoys the most productive and abundant food supply on earth, but too much of this food goes to waste,” said Vilsack. “An average family of four leaves more than two million calories, worth nearly \$1,500, uneaten each year.”

To read the full press release from USDA, visit <http://tinyurl.com/USDA-9-18-15>.

### **Oklahoma State Beef Checkoff Petition Drive Begins**

Oklahoma cattlemen are looking to follow the lead of Texas and other states in establishing a state-level beef checkoff. Oklahoma Cattlemen’s Association Executive Vice President Michael Kelsey says that the national checkoff needs additional resources, especially since the original \$1 per head program hasn’t been adjusted since it began in 1985.

“The power of the dollar as we know has just shrunk,” Kelsey said. “You can’t buy a cup of coffee for 25 cents any more. It takes more to do that, so we need more funds in order to do those types of programs that we think we need to do to continue to position beef in the center of the plate.”

To read more, or to listen to an interview with Kelsey, visit <http://tinyurl.com/OK-9-18-15>.

### **New Beef App Features Games, Education**

The American Farm Bureau Foundation for Agriculture released a new educational app, “All About Beef,” that features two STEM-based games targeted towards students in grades 3-5. The games, “The Steaks are High” and “Grocery Grab,” help teach nutrition and environmental facts as well as kid-friendly beef recipes.

The app is funded in part by the Beef Checkoff and is available on iTunes, Google Play and Amazon. To learn more about the app, visit [www.myamericanfarm.org](http://www.myamericanfarm.org).

### **Cargill Plainview Beef Plant Site on the Market**

Cargill placed its idled Plainview beef processing plant up for sale this week, according to a press release from the company. Due to the drought lowering cattle supplies and an overcapacity of beef processing in the region, the plant stopped production on Feb. 1, 2013. Cargill does not foresee conditions changing enough to justify reopening the plant.

To view the full press release, visit <http://tinyurl.com/Cargill-9-18-15>.

### **Texas Department of Agriculture’s GROW Award Accepting Nominations**

The Texas Department of Agriculture has opened nominations for its Gives Recognition for Outstanding Work (GROW) award for middle and high school students who demonstrate leadership and excellence in and out of the classroom. Teachers, school administrators and community leaders are encouraged to submit nominations for deserving students.

A committee will choose a winner each month during the regular school year to receive the award. Applications are due Oct. 1, and the first recipient will be announced Oct. 15. To learn more or to submit a nomination, visit <http://tinyurl.com/TDA-9-18-15>.

### **Applications Open for CME Beef Industry Scholarship**

The National Cattlemen's Foundation is now accepting applications for the CME Beef Industry Scholarship programs sponsored by the CME Group. Ten \$1,500 scholarships will be awarded to outstanding students pursuing careers in the beef industry. Applicants will be required to write a one-page letter on beef industry related career goals and a 750-word essay describing and offering solutions to a beef industry issue.

The deadline to submit applications is Oct. 30. To learn more about the scholarship or to apply, visit <http://tinyurl.com/CME-9-18-15>.

### **Texas Environmental Excellence Awards Application Deadline Extended**

The application deadline for Texas Commission on Environmental Quality's (TCEQ) 2016 Texas Environmental Excellence Awards has been extended through Oct. 9, 2015. 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.

To learn more or to apply, visit [www.teea.org/apply/](http://www.teea.org/apply/).

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

The 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.

The application deadline is Oct. 12, 2015. To learn more, visit <http://tinyurl.com/NAMI-9-4-15>.

### **Tom McDonald Receives WTAMU Graduates of Distinction Award**

TCFA Chairman Tom McDonald received West Texas A&M University Department of Agricultural Sciences Graduates of Distinction award at its annual Ag Day celebration last weekend. McDonald was joined by Stan Sigman, retired CEO of AT&T Wireless, in being honored as this year's recipients. McDonald graduated from WTAMU in 1987 with a degree in Animal Science.

The Ag Day celebration event is a reunion for graduates and an opportunity to give back to the department through silent and live auctions. It also recognizes Graduates of Distinction, First Choice Award and scholarship recipients.

Please join us in congratulating TCFA Chairman Tom McDonald on this great honor.

### **TCFA Staff Changes Underway**

TCFA welcomes Rachel Hernandez back to the staff as Market and Membership Coordinator after previously serving as Accounting Coordinator from 2012 to 2014. Rachel is a 2010 graduate of Wayland Baptist University with a degree in Business Management.

Regulatory Manager Brady Miller will be promoted to Market and Membership Manager. Brady began his work at TCFA as a market analyst, and over the last 15 years, he has worked to develop and improve TCFA environmental and safety programs. Brady's vast experience with TCFA programs and services makes him an excellent fit to serve as Market and Membership Manager.

Jason Slane has accepted an opportunity at Rabo AgriFinance in Amarillo. Jason has served on the TCFA staff for seven years working in various capacities throughout the market and membership departments. Please join us in congratulating Jason on this new opportunity and thanking him for his excellent service to the members of TCFA.

### **Register Today 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. Arrive early Sunday afternoon in time to catch the Dallas Cowboys game with your friends. It will be showing at the Convention Welcome Party and Sports Lounge beginning at 3:00 p.m.

Start Monday morning with an inspirational breakfast and message from [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!

Make your [hotel reservations](#) online, or go to [TCFA's Convention webpage](#) for more information on securing your room at the Grand Hyatt San Antonio. **Room reservations must be made by Oct. 8.** TCFA cannot guarantee available rooms after this date. Visit [www.tcfa.org](#) and click on the Convention banner at the top of the page to register. **Register before Oct. 1 for a chance to win a \$500 Cabela's gift card!**

### 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](#).

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