



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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

Volume 49, Number 46

November 13, 2015

USDA Invests in Ogallala Aquifer Initiative

Agriculture Secretary Tom Vilsack announced USDA will invest \$8 million in the Ogallala Aquifer Initiative (OAI) in fiscal year 2016 to help farmers and ranchers conserve billions of gallons of water per year and strengthen agricultural operations, according to a press release from USDA.

“USDA’s Ogallala Aquifer Initiative helps landowners build resilience in their farms and ranches and better manage water use in this thirsty region,” said Vilsack. “Since 2011, USDA has invested \$74 million in helping more than 1,600 agricultural producers conserve water on 341,000 acres through this initiative.”

New areas of emphasis with the OAI will include Oklahoma and parts of Nebraska. Parts of 36 counties in the Texas Panhandle are already covered by the Initiative.

Aquifer conservation is becoming increasingly important, as the overall water level dropped 36 million acre-feet from 2011 to 2013. To view the full press release from USDA, visit <http://tinyurl.com/USDA-11-13-15>.

Task Force Addresses Antibiotic Resistance

The Task Force on Antibiotic Resistance in Production Agriculture created last fall by the Association of Public and Land Grant Universities and Association of American Veterinary Medical Colleges has released a new report that proposes initiatives for combating antibiotic resistance in animal agriculture. The group is also working this Congress and USDA to help provide better veterinary care access in rural communities to help address the issue.

Among the members of the task force are Dr. Kathy Simmons, Chief Veterinarian, National Cattlemen’s Beef Association; Dr. Thomas Coon, Vice President, Dean and Director, Oklahoma State University Division of Agricultural Sciences and Natural Resources; and Dr. Eleanor Green, Carl B. King Dean of Veterinary Medicine, Texas A&M University, College of Veterinary Medicine & Biomedical Sciences.

To view the full report from the task force, visit <http://tinyurl.com/taskforce-11-13-15>.

NAMI Elects New Officers

The North American Meat Institute (NAMI) elected five new officers at its Annual Meeting on Nov. 3 in Washington D.C. to guide the organization over the next year. Brian Coelho, president of Central Valley Meat Co., Inc., will serve as chairman of the Board of Directors, while Mike Townsley, president of Bob Evans Farms, Inc., will serve as vice chairman. Cardinal Meat Specialists, Ltd. Vice President of Operations John Vatri will serve as treasurer and Sara Lilygren, executive vice president of corporate affairs for Tyson Foods, Inc., will serve as secretary. Dave McDonald, president and chief operating officer of OSI Group, LLC, will serve as immediate past chairman.

NAMI also adopted a new vision, mission and core values statement at its Annual Meeting. To view those new statements, visit <http://tinyurl.com/NAMI-11-13-15>. To learn more about the new officers and board members, visit <http://tinyurl.com/NAMI2-11-13-15>.

FSA County Committee Elections Begin

The election period for Farm Service Agency (FSA) county committee members began this week on Nov. 9. Voters have until Dec. 7 to return ballots to their local USDA Service Center.

Committee members are a critical component of the day-to-day operations of FSA. They help deliver FSA farm programs at the local level. Farmers who serve on committees help decide the kind of programs their counties will offer. They work to make FSA agricultural programs serve the needs of local producers.

To learn more, visit <http://tinyurl.com/FSA-11-13-15>.

2015 TCFA Annual Convention – Jason Dorsey

Jason Dorsey, also known as The Gen Y Guy®, gave the keynote address at the opening general session of the 2015 TCFA Annual Convention on crossing the generational divide. Dorsey is Chief Strategy Officer and Millennials Researcher at The Center for Generational Kinetics.

In his address he took time to explain what generations are and how we should use them to make decisions. He says that “generations are not a box, but instead are powerful clues.” He focused on Gen Y or the Millennial generation, as it is the fastest growing generation in the workplace and marketplace and will outspend Baby Boomers by 2017. He discussed themes that are generationally driven and how those affect how we interact in the workplace.

He said that the primary trends driving generational behaviors are parenting and one’s relationship with technology. Identifying factors of the Millennial generation are tech dependency, delayed adulthood, entitlement, strong individual loyalty, diversity, passion and a desire to make a difference.

To learn more about Jason Dorsey and to see clips from other speeches, visit www.jasondorsey.com.

2015 TCFA Annual Convention – Charlie Arnot

Charlie Arnot, CEO at The Center for Food Integrity, addressed Convention attendees at Tuesday morning’s closing general session on cracking the consumer code and building trust and consumer confidence. He discussed what consumers want to know about agriculture and what they are starting to expect from the people who grow their food.

He explained how communication technology has the ability to change consumer perception of issues and that people are much more likely to act on what they feel or believe than what they know. People are increasingly associating themselves with certain ethical ideologies. Arnot believes that is a positive for agriculture. He says, “One thing I love about working in ag is that I don’t think there is a more ethical group on the planet.”

The problem with agriculture and many other industries under attack is the mentality that “we have nothing to hide, but it’s none of your business.” People want to know that any information they want to know is available to them, even if they choose to never go look at it. He said that the most important thing for a consumer to see on a company’s website is a statement of the company’s values.

He closed with transparency, saying that it is no longer an option for us, and that “if there’s a void of information, people will normally make it up.”

To learn more about Charlie Arnot, visit <http://tinyurl.com/Arnot-Charlie>.

2015 TCFA Annual Convention – Randy Blach

CattleFax CEO Randy Blach addressed Convention attendees in the closing general session with his always popular market outlook. Blach came to CattleFax in 1981 and served as director of market analysis for 15 years and accepted his current role in 2001. Blach and his family remain actively involved in cattle ranching with cow/calf, stocker and finished cattle. He was raised on his family’s ranch in Yuma, Colo., and graduated from Colorado State University with a degree in animal science. Blach received the Honor Alumni award from its College of Agricultural Sciences in 2004 and the Livestock Leader Award in 2011.

In his market outlook, he covered the main issues that have faced cattle producers affecting markets throughout the year such as the slowdown of the global markets, strikes on the west coast ports and the value of the U.S. dollar. Despite these things, he said the U.S. economy continues to get along pretty well. He noted that GDP growth was still positive that that he did not foresee any major negative market events in the near future. He discussed how major trends in the cattle business, such as feeding cattle longer, the progressively growing cow herd and increased calf crops will continue to play major roles in how the market readjusts. Looking at other commodities that have gone through significant correction periods, he sees the beef market as being fairly forward looking at this point.

To learn more about Blach, visit <http://tinyurl.com/Blach-Randy>.

2015 TCFA Annual Convention – Philip Ellis

NCBA President Philip Ellis presented the national industry update. Ellis is a fifth generation rancher from Bear Creek Valley in Southeast Wyoming. He has been actively involved in the cattle industry for many years serving various leadership roles. He has served in the Wyoming Stock Growers Association, NCBA Board of Directors, NCBA Ag Policy Committee, NCBA Region V Vice President, President Elect and now serves as their current President.

Ellis addressed the major issues the beef industry has faced throughout the year. He discussed NCBA’s involvement in working with USDA and Health and Human Services in removing sustainability considerations from the final 2015 Dietary Guidelines for Americans. He talked about NCBA’s engagement in Waters of the

U.S. as well as how it would affect his personal cattle operation. He gave updates on the Trans Pacific Partnership, South American beef imports, the Endangered Species Act and Beef Checkoff research. He spoke at length about the IARC cancer report and the work NCBA did in engaging the media to help the beef industry's story be told.

He discussed ranch life in his area, and he built upon the Millennial theme of the morning by sharing his experiences in attracting new employees to his ranch. He encouraged attendees to participate in the Masters of Beef Advocacy program hosted by NCBA in order to help the industry to be ready to communicate with the general public the great things about beef. To learn more about Ellis, visit <http://tinyurl.com/Ellis-Philip>.

2015 TCFA Annual Convention – Molly McAdams, Ph.D.

Molly McAdams, Ph.D., is the former vice president of Own Brand with H-E-B where she launched and grew the fully cooked line of meats to over 150 items and over \$100 million in sales. She now runs her own business Om³ where she works to bring new and innovative meat products to reality. She holds degrees in both meat and food science and has over 20 years of experience in research, manufacturing, procurement, merchandising, brand marketing and product development.

McAdams presented Beef Case of the Future to Convention attendees in the opening general session, and she led a corresponding tour on Monday afternoon to visit local meat markets. She addressed the different types of consumers that we in the beef industry must cater to, as well as what their concerns and needs are. She discussed different consumer habits and how psychology contributes to how people understand and purchase food. She built on Jason Dorsey's presentation on using generational information to understand purchasing decisions.

McAdams emphasized to attendees, "Don't think about the customer; think like the customer." We need to think about packaging improvements, merchandising better cuts, and investing in research to bring about positive change in the meat industry. During her tour, McAdams showed attendees different types of meat markets which cater to varying consumer needs to help them understand the different ways we must be marketing our product.

2015 TCFA Annual Convention – Shalene McNeill, Ph.D., R.D.

Shalene McNeill, Ph.D., R.D., is a registered and licensed dietitian and nutrition scientist with more than 13 years of experience in food, nutrition and agriculture research and public nutrition education. She is NCBA's Executive Director of Human Nutrition Research. McNeill holds a bachelor's degree in biomedical science and a doctorate in human nutrition, both from Texas A&M University.

She shared her dietetic and nutrition expertise with attendees in dispelling beef myths. She shared at length on the recent IARC report, helping attendees to understand the truth about beef and that the evidence does not support a causal relationship between red meat and cancer. She busted the myth that beef causes heart disease, explaining that lean beef in a heart-healthy diet improves cholesterol level and reduces heart disease risk. She refuted other myths related to health and obesity by explaining the health and nutritional density of beef for minimal calories.

She armed attendees with more information and strategies to help them in communicating with consumers about beef's health and nutritional benefits.

2015 TCFA Annual Convention – Sports Tournament Results

To conclude the 2015 TCFA Annual Convention experience, attendees spent some time enjoying a little friendly competition in the golf and sporting clays tournaments.

The following are the winners of the golf tournament, which was held at The Quarry Golf Club in San Antonio. Congratulations to Chad Brown, J.T. Haynes, Taylor Kelley and Wes O'Brien for winning first place as a team. The second place team consisted of Jim Lovell, Clint Savoini, Jared Stoker and Heath Williamson. Third place went to Michael Bentley, Henry Holdman, Brad Stout and Judson Williamson. Closest to the pin was Brad Stout, and the winner of the longest drive was Will Snead. The winner of the 50/50 betting hole was Katie Hanger, splitting a cash prize of \$500 with the TCFA Education Foundation.

The results of the sporting clays tournament, which was held at the National Shooting Complex, are as follows. In the Allied Industry Division, Doug Edwards was first place, Scott Porter was second and Billy Demel was third. In the Feeders Division, Jay Gray was first place, Stan Peters was second and Jason Hitch was third. Congratulations to all the winners, and thank you for your participation.

Sponsor Spotlight

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

This week's spotlight shines on



Capital Farm Credit is a member-owned cooperative, providing financing to agribusinesses, farm operators, rural landowners, and homeowners throughout Texas. They embrace their cooperative structure and their commitment to return profits to their members. Through their patronage program, they return nearly 100 percent of their net earnings back to their members in the form of cash and allocated equities – a distinct benefit of doing business with them. Providing agricultural loans has been their specialty for 100 years. With nearly 70 office locations throughout Texas, their professional lending staff can tailor a loan package to fit your needs. Visit www.CapitalFarmCredit.com, or contact Scot Vidrine at (512) 920-6058 or Casey Cook at (806) 676-9685 for your all of your agribusiness financing needs.

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

November 13, 2015