



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Transparency Research from Center for Food Integrity

The Center for Food Integrity (CFI) has released a new study that highlights how increased transparency improves consumer trust in food. CFI's 2015 research focused on six main areas that are important consumers. Those include impact of food on health; food safety; impact on the environment; human and labor rights; treatment of animals raised for food; and business ethics in food production. Based on a survey of 2,000 people, CFI found that consumers are interested in knowing what your business is doing in these areas, and they want to be able to engage you on those issues by asking questions and receiving timely answers. When it comes to building that transparency, communicating company policies, practices, performance and verification are crucial factors.

"Third-party audits of animal well-being and food safety practices are the minimum level of investment for transparency, but because it's somebody from outside an organization reporting on its performance, a third-party audit doesn't reflect the organization's values and therefore is not as powerful in demonstrating transparency," said CFI CEO Charlie Arnot who spoke at the 2015 TCFA Annual Convention in San Antonio.

To download the full report from CFI, visit <http://tinyurl.com/CFI-11-19-15>.

EU Scientists Seek to Add Health Benefits to Processed Meats

In the wake of the World Health Organization (WHO) report classifying processed meats as carcinogens, EU researchers are seeking to add cancer fighting agents to processed meat products. Researchers at Lund University in Sweden, the Swedish University of Agricultural Sciences and four other European research institutions have launched a joint project to reduce the risk of colon cancer by extracting antioxidants from plants and berries and preparing processed meats with the antioxidants.

Eva Tornberg, professor of Food Technology at Lund University, believes the WHO should have waited to release its classifications of red and processed meats due to the lack of clarity on whether or not they may cause cancer since the report was based purely on epidemiological studies. "Meat is a nutritious and non-allergenic food product, with high levels of protein as well high levels of necessary minerals and Vitamin B. Making a serious statement like that about such a basic food product will perhaps make people no longer adhere to the warnings," Tornberg said.

To learn more about the research project, visit <http://tinyurl.com/Lund-11-19-15>.

2016 Food Trends List Released

Innova Market Insights released its Top Ten Trends list for 2016 for food products. The top trend on the list was a growth in the organic market with an emphasis on "clear labels" that are easy to understand and contain simple, recognizable ingredients with few additives. The second trend is known as the "free from" trend. These products are those that claim to be dairy-free or gluten-free, yet appeal to consumers whose health doesn't actually require those types of products. The third trend on this list is the rise in flexitarians. These consumers can be loosely defined as part time vegetarians. Their reduced intake of meat is driven by health, sustainability and animal welfare concerns. Trend number four is old fashioned or natural processing practices. As processed foods have developed a progressively bad rap, consumers are seeking natural or fresh alternatives to modern food processing, including a growing popularity of fermented foods. Fifth, consumers are showing a greater interest in eating their vegetables, but they are getting them by alternate methods such as in smoothies in order to have a better tasting experience.

Innova tracked products launched with organic, vegetarian and gluten-free claims from 2013 to 2015. Organic claims rose 3.4 percent, vegetarian claims rose 2.7 percent, and gluten-free claims rose 3.9 percent.

FSIS Releases Food Allergen Guidelines

According to the Centers for Disease control and Prevention, two percent of adults and four to eight percent of children in the U.S. have food allergies. With 90 percent of all food allergy reactions being caused by one of

the “Big Eight” food allergens, the USDA Food Safety and Inspection Service (FSIS) has released guidelines to producers in properly managing these products in order to prevent triggering problems on the consumer side. The “Big Eight” are wheat, crustacean shellfish, eggs, fish, peanuts, milk, tree nuts and soybeans.

These guidelines emphasize identification, prevention and control, and declaration through labeling of the “Big Eight” in order to allow consumers to be as informed as possible to prevent possible allergic reactions.

To view the guidelines from FSIS, visit <http://tinyurl.com/FSIS-11-19-15>.

USDA Secretary Visits Cuba

USDA Secretary Tom Vilsack made the Department’s first visit to Cuba since 1961, and he is only the third U.S. Cabinet official to make a visit since President Obama announced his intent to resume relations with the nation last year. He traveled with several members of Congress. They met with their counterparts in the Cuban government, as well as agricultural producers and citizens.

“I look forward to seeing more Americans have the opportunity for conversations and exchanging of ideas with their Cuban counterparts like I have had over the past few days. Throughout history, agriculture has served as a bridge to foster cooperation, and I have no doubt that agriculture will continue to play that powerful role as we expand our relationship with the Cuban people in the coming years.” Vilsack said.

To learn more about Vilsack’s trip to Cuba, visit <http://tinyurl.com/USDA-11-19-15>.

FDA Approves Genetically Engineered Salmon

The U.S. Food and Drug Administration (FDA) announced this week that it had approved the first genetically engineered (GE) animal for human consumption, AquaAdvantage Salmon, owned by AquaBounty Technologies. It is an Atlantic salmon that reaches market size more quickly than non-GE, farm-raised salmon. According to FDA, based on a comprehensive analysis of the scientific evidence, it was determined that AquaAdvantage Salmon meets the statutory requirements for safety and effectiveness under the Federal Food, Drug and Cosmetic Act.

FDA will maintain regulatory oversight over the production and facilities, and will conduct inspections to confirm that adequate physical containment measures remain in place. To view the full news release from FDA, visit <http://tinyurl.com/FDA-11-19-15>.

NCBA Cattle Industry Convention Registration Open

The 2016 Cattle Industry Convention and NCBA Trade Show will be held Jan. 27-29 in San Diego, Calif. Convention participants will hear from industry leaders, gather insight on industry trends, enjoy an evening of stars and stripes on the USS Midway, and this year’s Cowboy Concert Series will feature Martina McBride. NCBA President Philip Ellis said this convention is a must for everyone involved in the cattle industry.

Early registration is open through Jan. 4. Visit <http://www.beefusa.org/convregistration.aspx> to register.

Peterson Farm Brothers Release Latest Advocating Parody

The Peterson Farm Brothers are famous for making agricultural parodies of popular songs in order to help educate the general public on modern agricultural practices. This week they released a new video “Farmers Feed the World” parodying three recent hit songs. Along with the videos, which have received millions of views, the brothers also feature a blog that explains the agricultural practices they reference in their videos where consumers can ask questions and engage in conversation.

To view the latest video, visit <http://tinyurl.com/PFB-11-19-15>.

High Plains Food Bank Beef Donations

The High Plains Food Bank alleviates hunger in the Texas Panhandle by delivering millions of pounds of food to area families who need help getting back on their feet. TCFA member feedyards in the Texas Panhandle are asked to remember that the Food Bank needs and appreciates your animal donations all throughout the year.

It is a goal of the TCFA Industry Relations Committee to support the Food Bank through a donation of 26 animals per year. So far, there have been 10 animals donated. Thank you to the feedyards who have made donations so far this year: Arcadia Asset Management (two), Beef Tech Cattle Feeders, Champion Feeders, Dawn Custom Cattle Feeders, Great Plains Cattle Feeders, Kirkland Feedyard (three) and Littlefield Feedyard.

Participating feedyards are asked to transport their donated animal to one of the 10 state-inspected processors that have agreed to participate in the program. Specifications require that each animal pass all USDA and FDA requirements for food animals and provide a hot yield of 60 percent or better. Find a list of participating processors at <http://tinyurl.com/hpfb-processors>. If you have donated a beef to the Food Bank this year, and your name is not listed above, please contact Jayce Winters at jayce@tcfa.org or (806) 358-3681.

2016 Cattle Feeders Resource Guide – Advertising Deadline Extended

The deadline for advertising in TCFA's 2016 *Cattle Feeders Resource Guide* has been extended to Friday, **Jan. 15**. The revamped publication better serves TCFA supporting sponsors, while TCFA members also benefit from receiving timelier product and service recommendations from allied industry partners.

Advertisers who purchase a full-page, four-color ad in the *Cattle Feeders Resource Guide* receive a free bonus web ad on TCFA's website, www.tcfa.org, a great opportunity to target potential buyers.

Again, the deadline to advertise is **Jan. 15**. View the rate card at <http://tinyurl.com/2016-TCFA-RateCard>, or contact Scena Snider for more details at (806) 358-3681 or scena@tcfa.org.

TCFA Convention Survey

If you joined us in San Antonio for the 2015 TCFA Annual Convention, please take a moment to fill out this brief survey about your experience <http://tinyurl.com/TCFA-Convention-Survey>. By entering your email address at the beginning of the survey, you will be automatically entered to win a \$50 Cabela's gift card! Also, feel free to contact us at (806) 358-3681 with any comments or suggestions that you may have. The winner will be contacted at the email address they provide on Monday, Nov. 30.

TCFA Convention photos are now posted online and can be viewed at here <http://tinyurl.com/TCFAconv15-photos>. Feel free to tag yourself in these photos and share them with your friends.

Once again, thank you so much for coming, and we look forward to seeing you next year in Fort Worth on Nov. 6-8.

TCFA Offices Closed for Thanksgiving

TCFA will be closed Thursday, Nov. 26 and Friday, Nov. 27 for Thanksgiving. Join us as we pause to celebrate the many blessings in our lives and the many opportunities still ahead. There will be no *Newsletter* next week. The Market Report will be sent out on Monday.

Feeders and Feedyards in the News

Gene, Todd and Zay Bradley have purchased **Tulia Feedyard**, which is now **Diamond B Feedyard, LLC**. **John Van Pelt** will remain feedyard manager. All other contact information for the entity will remain unchanged.

Sponsor Spotlight

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

This week's spotlight shines on



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Texas Cattle Feeders Association

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