



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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USRSB Educational Webinar

Earlier this month, the U.S. Roundtable for Sustainable Beef (USRSB) released its first Annual Report to publicly share the accomplishments achieved to date and to outline goals planned for the upcoming year. As indicated in the Annual Report, the USRSB has 98 members that represent producers, packers/processors, retail/food service, allied industry and civil society. NCBA, TCFA and a number of TCFA feedyard members are active members of the USRSB and have helped to shape and direct the activities, direction and work of the roundtable. As an organization, TCFA holds one of the ten seats on the USRSB Board of Directors. TCFA Vice President Ben Weinheimer represents TCFA as the primary member on the Board, with Tom McDonald, JBS Five Rivers Cattle Feeding serving as a designated alternate, when needed. Ben also serves as co-chair of the sustainability Indicator Working Group

The Indicator Working Group will host an education and outreach webinar to review the indicator development process. The webinar is open to the public. To preregister, click on the link below:

Webinar: March 31, 2016 at 1 p.m. CDT

Target audience: Feedyards, cow-calf producers, stocker operators and auction markets.

Webinar info: <https://cc.callinfo.com/r/1xpx4xrqft6zy&eom>

Call information: 866-365-4406

Access Code: 0571521

More information about USRSB membership, working groups and upcoming events can be found on the USRSB website at www.usrsb.org. To view the Annual Report, visit <http://tinyurl.com/USRSB-3-4-16>. For questions or more information about TCFA's role, contact TCFA Vice President Ben Weinheimer at ben@tcfa.org.

TBC Publishes Annual Report

The Texas Beef Council (TBC) recently published the 2015 annual report highlighting key state and national programs in the areas of promotion, research and education. Included in the Annual Report is an overview of revenues and expenditures for fiscal 2015. TBC conducts the \$1 per head national checkoff program for Texas beef producers and also administers the \$1 per head Texas state checkoff program for the Beef Promotion Research Council of Texas (BPRCT).

The report presents the combined financial results of TBC and BPRCT and includes a chart indicating the percentage breakdown of investments in each program area. The chart also shows TBC's voluntary investment in the Federation of State Beef Councils and combined voluntary investment in U.S. Meat Export Federation. Some of the programs highlighted in the report include health influencers, social media, retail education, beef quality assurance, international marketing, BEEF team, public relations, issues management and retail promotion.

To view the 2015 report, visit <http://tinyurl.com/TBC-3-25-16>.

Kendal Frazier Named NCBA CEO

The National Cattlemen's Beef Association (NCBA) announced Kendal Frazier as its new chief executive officer. Frazier has been serving NCBA as interim CEO since June 2015, before which he served as chief operating officer and in other NCBA leadership positions for the past 30 years. Kendal was raised on a diversified livestock operation in southern Kansas and has extensive professional experience in agriculture and in the beef industry. His background includes work as a radio and television farm broadcaster at WIBW Radio/TV in Topeka, Kansas, serving as Vice President of Communications for the former National Cattlemen's Association and Communications Director for the Kansas Livestock Association. He has extensive

experience in agricultural communications. He is a graduate of Kansas State University and holds a bachelor's degree in agricultural economics.

"It has been my privilege to serve our industry," Frazier said. "I have spent my career working with and for beef producers, so I am well versed in the many challenges and exciting opportunities that face our industry. I'm looking forward to working with NCBA's leadership, membership, staff, state affiliates, state beef councils and other stakeholders."

Learn more from NCBA at <http://tinyurl.com/NCBA-3-25-16>.

Take a Virtual Field Trip with Discovering FARMLAND

Discovering FARMLAND is a live educational tool to take place on Tuesday, April 5. The event is hosted by the U.S. Farmers and Ranchers Alliance (USFRA) and Discovery Education to give students a firsthand look at modern agriculture. This live virtual event is available at no cost and will be hosted from Deere & Company World Headquarters in Moline, Ill. It will transport classrooms across the country to a hog, corn and soybean farm to see today's modern agricultural practices in action. Students and educators can register for the 45-minute event and submit questions ahead of time to be answered live.

Discovering FARMLAND provides teachers with standards-aligned curriculum guides, lesson plans and resources and offers students real-world insights about where their food comes from. According to the event's website, the program will cover technology and its effects on the industry, weather and growing challenges faced by producers, stereotypes surrounding farmers and ranchers, and market supply and demand. The curriculum highlights themes from the documentary FARMLAND and makes real-life connections to food choices, sustainability, entrepreneurship and antibiotics.

Learn more about Discovering FARMLAND at www.discoveringfarmland.com/virtualfieldtrip.

USDA Approves Check-Off Dollars to Promote Agricultural Sales to Cuba

Agriculture Secretary Tom Vilsack announced this week that farm groups will be able to use 22 Research and Promotion Programs and 18 Marketing Order Programs to promote the sale of agricultural products to Cuba. Funds may be used to do various forms of promotion, including providing nutritional research and guidance; conducting plate waste study research in schools; providing U.S. based market consumer, nutrition and environmental research findings to Cuban officials; researching various commodities' roles in a nutritious diet; testing recipes and specific products with Cuban consumers and more.

USDA is still barred from using Market Access Programs and Foreign Market Development funds to promote U.S. agricultural products in Cuba. According to a statement from USDA, U.S. agricultural exports have grown significantly since trade was authorized in 2000. In 2014, Cuba imported over \$2 billion in agricultural products including \$300 million from the U.S. However, from 2014 to 2015, U.S. agricultural exports to Cuba fell 48 percent to \$148.9 million, the lowest since 2002, giving the U.S. just a 10 percent market share as Cuba's fourth largest agricultural supplier, behind the EU, Brazil, and Argentina.

To learn more, visit <http://tinyurl.com/USDA-3-25-16>.

Proposed SNAP Rule Would Require Nutritious Options at C-Stores

USDA has proposed a rule that would require convenience stores accepting SNAP benefits to offer more health food options in several categories including meat and poultry. SNAP supporting convenience stores would be required to offer seven varieties of qualifying foods in four staple groups, with perishables in at least three of the four categories. The staple food groups are meats, poultry and fish; dairy products; breads and cereals; and fruits and vegetables.

Comments on the proposed rule are being accepted through April 18. To learn more, visit <http://tinyurl.com/SNAP-3-25-16>.

AFBF Releases Spring Picnic Marketbasket Survey

Each spring the American Farm Bureau Federation (AFBF) releases its "Spring Picnic Marketbasket Survey," which shows how retail grocery prices have changed over time and the share of the average food dollar that is received by the American farmer or rancher. Traditionally, this report shows food prices increasing and the portion of the dollar received by the farmer decreasing. This year's analysis of the 16 included products priced at \$53.28 showed a \$.59 overall decrease or about 1 percent less than a year ago. Ten of the six items decreased in average price. According to the survey, the farmers' share of this \$53.28 is \$8.52.

To learn more, visit www.fb.org/newsroom/news_article/spring/.

U.K. Releases Latest Dietary Guidelines

Public Health England (PHE) released its latest Eatwell Guide this week. It recommends a diet with increased fruit, vegetable and starchy carbohydrate intake. The report included very little direction on meat, which did include sustainability considerations. The protein recommendation includes eating “more beans and pulses, two portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat.”

View the Eatwell Guide at <http://tinyurl.com/Eatwell-Guide-2016>.

TCFA BQA Cattle Care & Handling Seminar

TCFA, in conjunction with Texas A&M AgriLife Extension Service, will host three upcoming Beef Quality Assurance (BQA) Cattle Care & Handling seminars for member feedyards. The date and locations options will be as follows: April 19 at Bartlett I, Tulia; April 20 at Dawn Custom Cattle Feeders, Dawn; and April 21 at Cactus Feedyard, Cactus.

Each one-day program will be held from 9:00 a.m. to 3:30 p.m. Attendees will receive signed training logs that can be used to fulfill the TCFA BQA requirements for annual employee training. The registration fee is \$30 per person or \$100 per feedyard for unlimited employees. The deadline to register is April 15. For more details and to register, including how to register, visit <http://tinyurl.com/BQA-2016-03-11>.

2016 Cattle Raisers Convention

The 2016 Cattle Raisers Convention will be held at the Fort Worth Convention Center on April 8-10. Cattle producers will network while discussing current issues facing the industry.

For more information about the 2016 Cattle Raisers Convention, visit www.cattleraisersconvention.com/.

2016 Fed Beef Challenge

The best cattle in Cattle Feeding Country will make their way to the historic Amarillo Livestock Auction on Wednesday, April 13 for the 2016 TCFA Fed Beef Challenge. Feedyards from throughout the TCFA area will bring their top quality steers, heifers and Holstein steers to compete for awards, cash and bragging rights. In addition to the carcass contest to determine the best beef, there will be a live evaluation contest, steak feed and special activities benefiting the TCFA Education Foundation.

The deadline to enter the contest is Friday, April 1. Visit www.tcfa.org/news-events/fbc.html for contest rules and the printable entry form. Contact Brady Miller at (806) 358-3681 or brady@tcfa.org for more information.

Calling All Junior Cattle Feeders

The start of the 2016 Junior Fed Beef Challenge is just around the corner. Junior cattle feeders from all across Cattle Feeding Country will compete for scholarships, cash and prizes by participating in four phases of the event, including carcass merit, record keeping, written exam and oral presentation or interview. Steers can be validated March 1 – March 28. Find all contest details at www.tcfa.org/news-events/jfbc.html, or contact Brady Miller at (806) 358-3681 or brady@tcfa.org.

2016 TCFA Feedyard Camp

TCFA, in conjunction with Texas A&M AgriLife Extension Service and West Texas A&M University, will host the 2016 Junior Fed Beef Career & Leadership Program, also known as “Feedyard Camp.” The program is open to incoming high school juniors or seniors who are interested in a career in the fed beef industry.

Participants will receive hands-on instruction about feedyard operations, as well as career opportunities in the fed beef industry. The registration fee for camp is \$100, which covers all costs excluding travel to and from Canyon. Students may obtain an application, which must be returned to TCFA by May 1, online at <http://tinyurl.com/fy-camp>. Contact Brady Miller at brady@tcfa.org or Rachel Hernandez at rachel@tcfa.org with any questions.

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