



# TEXAS CATTLE FEEDERS ASSOCIATION

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# NEWSLETTER

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## **Study Shows Livestock Production Not Dominant GHG Emission Contributor**

According to a white paper written by Frank Mitloehner, professor and air quality specialist with the University of California at Davis, the greenhouse gas (GHG) emissions contributed by the livestock production sector are minimal as compared to transportation and energy. The paper titled, "Livestock's Contributions to Climate Change: Facts and Fiction," addresses animal agriculture and other sources considered to be climate change contributors. The conclusion finds livestock production to not be the greatest source.

"Efficiencies in U.S. livestock agriculture have lowered this industry's combined greenhouse gas emissions to a historic low of about four percent of the nation's total," said Mitloehner. "Furthering recent advances will be paramount to satisfy a growing global demand for animal protein without depleting natural resources."

The study notes that if Americans practiced "Meatless Mondays" there would only be a 0.6 percent decrease in U.S. GHG emissions. However, replacing incandescent lightbulbs with Energy Star bulbs would be twice as effective at 1.2 percent.

To view the white paper, visit <http://tinyurl.com/GHG-5-6-16>.

## **Research Highlights Importance of High-Quality Protein**

Texas A&M University researcher Guoyao Wu recently released a study analyzing the optimal combination of animal and plant-based proteins to achieve the necessary balance of amino acids for human growth. The study, which was published in the journal *Food & Function*, showed that high-quality proteins, such as those found in lean meat and milk, are critical for optimal development.

The study's conclusion states, "In practice, adequate consumption of lean meat...can help individuals realize the health benefits of moderate or intense exercise...Sufficient intake of high-quality protein from animal products (e.g., lean meat and milk) is essential for optimal growth, development, and health of children, as well as for optimal maintenance, function and health of tissues...in adults."

To learn more about this study, visit <http://pubs.rsc.org/en/content/articlehtml/2016/fo/c5fo01530h>.

## **HSUS Announces Agricultural Advisory Group**

The Humane Society of the United States (HSUS) announced today during a press conference at the Nebraska State Capitol that it would be launching a National Agriculture Advisory Group with participants representing 11 areas, including Colorado, Indiana, Iowa, Michigan, Missouri, Nebraska, North Carolina, Ohio, Oklahoma, Pacific Northwest and Wisconsin. HSUS says the intent of this group is to support "farmers and ranchers who give proper care to their animals and promote environmentally sustainable agriculture."

"[HSUS] has made it clear that they do not want animals raised for food and they have invested significant resources in efforts to end animal agriculture," said NCBA President Tracy Brunner. "It's puzzling to most cattlemen and women that a handful of livestock producers have chosen to join them."

## **Beef Checkoff Launches 30-Day Protein Challenge 2.0**

The Beef Checkoff's "Beef. It's What's for Dinner." brand launched its second annual 30-Day Protein Challenge this week. May is recognized as "beef month," so it is a fitting time for the launch. The goal of the challenge is to get Americans to include more protein in their diets by distributing it evenly in meals throughout the day. Since Americans consume two-thirds of their daily protein during the evening meal, this challenge is designed to help them adjust to optimal protein intake.

Everyone can easily incorporate high quality proteins into their meals with simple meal plans and protein swaps. The 30-Day Protein Challenge is a fun and simple way to change the way you eat protein throughout the day so you are consuming 25 to 30 grams of protein at every meal, within calorie goals. The Checkoff has developed several tools and resources to help create tasty and satisfying meals, stay on track and master meal planning.

To learn more or take the challenge, visit [www.beefitswhatsfordinner.com/proteinchallenge.aspx](http://www.beefitswhatsfordinner.com/proteinchallenge.aspx).

### **Compound Could Reduce Ruminant Methane Emissions**

A report published in the journal *Proceedings of the National Academy of Sciences* identifies a compound known as 3-nitrooxypropanol (3-NOP) that could reduce methane emissions in ruminant animals. The report also notes that 3-NOP could reduce the volume of feed energy currently being lost to methane emissions by converting that energy to growth. The researchers say use of 3-NOP could reduce cattle methane emissions by up to 30 percent.

To learn more, visit <http://tinyurl.com/3NOP-5-6-16>.

### **Cattlemen's Beef Board Nominees Sought**

TCFA is a certified nominating organization and is in the process of identifying potential nominees for appointment to the Cattlemen's Beef Board. Please email names and bios of qualified and interested individuals to Shannon Standley at [shannon@tcfa.org](mailto:shannon@tcfa.org).

Please see the USDA letter to nominating organizations outlining required considerations for diversity of nominees at <http://tinyurl.com/2016-CBB-Nominations>.

### **Texas BEEF Team Members Run Boston Marathon**

The Texas BEEF Team was well represented at this year's Boston Marathon with 13 competitors in the race. Team members wear beef jerseys and showcase beef as a powerful protein. There were eight BEEF Team members from other states alongside the Texans. These members represented New York, New Jersey, Virginia, Wisconsin, Missouri, Idaho and Colorado.

The checkoff-funded Texas BEEF Team is a community of runners, triathletes and cyclists throughout Texas who recognize the nutritional benefits of lean beef and the vital role high-quality protein plays in their training. The grassroots program is made up of more than 1,200 passionate members representing the beef community across the state.

To read the full press release, visit <http://tinyurl.com/TeamBEEF-5-6-16>.

### **International Beef Trade Webinar**

Next week, NCBA is hosting a free webinar on the current state of beef trade. Industry experts Kent Bacus, NCBA Director of International Trade and Market Access, and Dan Halstrom, U.S. Meat Export Federation Senior Vice President of Global Marketing, will give an update on policy issues that are affecting beef trade today, and what the experts see in the future for trade. Participants will have the opportunity to ask questions immediately following the presentations.

To register, visit <http://tinyurl.com/NCBA-5-6-16>.

### **Poultry Industry Pressured to Slow Chicken Growth Pace**

The U.S. chicken industry is facing pressure from some retailers to slow the pace at which chickens are brought to market weight. After decades spent finding ways to grow the birds faster, the industry is now looking for producers who are willing to take a few steps backward to meet the demands of a sector of the market. According to an article from the *Wall Street Journal*, the cost of meat from slow-growing birds can range from 20 percent more to three times the price of conventional chicken. However, some disagree with the concept, saying the majority of people won't be willing to pay the additional cost to purchase chicken.

To read the full article, visit <http://tinyurl.com/WSJ-5-6-16>.

### **Farm Bureau Rural Entrepreneurship Challenge**

The Farm Bureau Rural Entrepreneurship Challenge focuses exclusively on rural entrepreneurs working in food and agriculture businesses. Rural entrepreneurs pitch innovative business ideas to a team of judges with expertise in business development and agribusiness and compete for \$145,000 of startup funds.

Applicants must submit their entries online, and judges will determine the top 10 teams, including six semi-finalists and four finalists. The four finalists will compete in a live competition in front of judges and audience at the Farm Bureau's Annual Convention. To learn more, visit <http://www.strongruralamerica.com/challenge/>.

### **Family Land Heritage Program Accepting Applications**

The Family Land Heritage Program is a recognition program that honors families who have owned and operated a continuous agricultural operation for 100 years or more. Every year Texas Department of Agriculture hosts a ceremony at the Texas State Capitol to celebrate and commemorate the families who have passed down their proud Texas legacy from generation to generation. The deadline to apply is May 31, 2016.

To learn more or apply, visit <http://tinyurl.com/2016-FamilyLandHeritage>.

### **Corpus Christi Grain Grading Workshop**

Texas A&M AgriLife Extension Service will hold a one-day workshop at the Texas A&M AgriLife Research and Extension Center in Corpus Christi that will focus on grain grading, grain grading standards, proper sampling techniques and how to identify different types of damage. The workshop will be held June 7 from 9:00 a.m. to 4:30 p.m. and can count toward the TCFA Beef Quality Assurance training for feedmill/feed department employees. The cost of the workshop is \$75 per participant. Pre-registration is required.

View the brochure at <http://tinyurl.com/2016-Grain-Grading-CC>.

### **2016 TCFA Feedyard Camp Application Deadline Approaching**

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 15, online at <http://tinyurl.com/fy-camp>. Contact Brady Miller at [brady@tcfa.org](mailto:brady@tcfa.org) or Rachel Hernandez at [rachel@tcfa.org](mailto:rachel@tcfa.org) with any questions.

### **Sponsor Spotlight**

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

This week's spotlight shines on



Micro Technologies, an AmerisourceBergen Company, is a proud and long-time sponsor of TCFA! Since 1971, Micro has supplied the beef industry with innovative solutions that improve animal value and productivity while also providing process verification of management, food safety and traceability requirements. They accomplish this by uniquely integrating advanced health, feed, animal, and information management systems with consumable products technologies such as animal health and micro feed ingredient products. In addition to its track record of cutting-edge innovation, Micro is best known for its unparalleled commitment to customer service. Please contact your Micro representative by calling (800) 858-4330 or visit them online at [www.microtechnologies.com](http://www.microtechnologies.com) or [www.mwivet.com](http://www.mwivet.com).

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**Texas Cattle Feeders Association**

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