



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Texas Beef Council Announces New “BEEF Loving Texans” Campaign

The Texas Beef Council (TBC) has announced the launch of its new BEEF Loving Texans campaign, which celebrates the pride and values deeply rooted in Texans representing family, community and tradition. The campaign will share unique recipes, stories, cooking/shopping tips and expert nutrition information. BEEF Loving Texans aims to tell the story of the benefits of beef in a way that’s meaningful to Texans and connects shared Texan values to the passion Texans have for beef.

“As a stakeholder in both the national and state beef checkoff programs in Texas, I’m beyond proud and excited about the BEEF Loving Texans brand and advertising launch here in Texas,” said Katsy Cluck, chair of the TBC domestic marketing committee, feedyard owner and rancher from Boerne. “The checkoff programs in Texas have one clear mission in mind: to conduct demand-building programs and enhance cattle producers’ profitability. We believe this campaign will do just that.”

The campaign will utilize various new and traditional media to reach consumers with this helpful and compelling information about beef.

To read the full press release from TBC, visit <http://tinyurl.com/TBC-6-17-16>.

Grocers Modify Options to Attract Millennials

The NPD Group released a new report, “A Generational Study: The Evolution of Eating,” which highlights how supermarkets are changing their foodservice offerings by adding restaurant-quality, chef-driven menus and better in-store experiences to attract the millennial demographic. According to the report, in-store dining and take-out of prepared foods from grocers has grown nearly 30 percent since 2008 and accounted for 2.4 billion foodservice visits and \$10 billion of consumer spending in 2015. Over 40 percent of the U.S. population purchases prepared food options from grocery stores. Since millennials have a history of frequenting grocery stores less than other age groups, stores have been working to attract them and are gaining traction.

“Millennials’ interest in the benefits and experience supermarket foodservice offers will continue to be strong over the next several years,” says David Portalatin, vice president, industry analysis at NPD Group. “This forecast bodes well for food manufacturers and retailers who have their fingers on the pulse of what drives this generational group. Give the millennials what they want—fresh, healthier fare and a decent price—and they will come.”

To learn more about the report, visit <http://tinyurl.com/NPD-6-17-16>.

FY 2017 Interior, Environment Appropriations Bill Advances through Committees

This week, both the U.S. House and Senate Committees on Appropriations approved their versions of the FY 2017 Interior and Environment Appropriations bill. Both bills address a number of priorities for the livestock industry, specifically regarding the Environmental Protection Agency’s (EPA) problematic “waters of the United States” (WOTUS) rule and bar some endangered species protections.

Each bill includes riders seeking to block the Obama administration from enforcing the WOTUS final rule in case the court stays are lifted, and continues the prohibition on listing the sage-grouse as an endangered species. The House version also supports the removal of the lesser prairie chicken from the threatened list, in effort to help prevent the species from being re-listed.

The bills will now advance to their respective floors for to be considered. For a summary of the House bill, visit <http://tinyurl.com/FY-2017-House>, or summary of the Senate bill, visit <http://tinyurl.com/FY-2017-Senate>.

House Passes Bill to Prevent Meatless Mondays in Military

As part of the FY 2017 Defense Appropriations bill that was passed this week, the House adopted language to protect U.S. military personnel from being subjected to possible future policies associated with the “Meatless Monday” campaign. The amendment was sponsored by Rep. Adrian Smith (R-Neb.) and stressed that the military should not be affected by political agendas such as this.

“I am not willing to allow activist groups to tell members of our military, who risk their lives to keep us safe, they cannot enjoy a hamburger or steak on certain days of the week simply to advance an agenda against animal agriculture,” said Rep. Smith. “Meat contains vitamins and nutrients not readily available in a plant-based diet. My amendment is not a mandate or a prohibition—it simply ensures there is a meat option available to our troops each day.”

NCBA sent a letter in support of Rep. Smith’s amendment, which read, “The 2015 Dietary Guidelines clearly show that beef is an important part of our diet. That is especially so for our servicemen and women given the active lifestyle they live while protecting our country. We believe that U.S. military personnel have the right to eat what they want, and what is best for their bodies in the execution of their jobs. This is exactly what Rep. Smith’s amendment will do.”

To learn more, visit <http://tinyurl.com/Meatless-Monday-6-17-16>.

State Beef Councils Partner for Online Advertising Campaign

Seven state and regional beef promotion organizations, including Oklahoma, have joined with the National Beef Checkoff Program to target consumers in California, Florida, New York, Illinois and Pennsylvania with beef information and videos from BeefItsWhatsForDinner.com. The campaign, which began in mid-May and will run through the end of August, plans to reach over 100 million consumers by utilizing Google and YouTube video advertising to encourage beef interest and purchases.

“This effort leverages our current national checkoff media buy and extends it more fully into the high population geographies that arguably need it the most,” according to Martin Roth, executive director, creative and digital media for the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff Program. “Our goal is to provide consumers with inspiring beef meal ideas and the tools, tips and recipes they need to act upon their passion for beef.”

This campaign will be modeled somewhat after a previously successful 2015 summer campaign which yielded 4.1 million Google impressions and 1.2 million YouTube impressions with a cost-per-view of 8 cents.

Economic Impact of U.S. Meat and Poultry Tops \$1 Trillion

A recent study commissioned by the North American Meat Institute (NAMI) found that the U.S. meat and poultry industry has a \$1.02 trillion economic impact and represents 5.6 percent of the nation’s gross domestic product. The study, known as the Meat Fuels America project, utilized data from all types of meat and poultry producers, wholesalers and retailers to reach its conclusions.

Other notable highlights from the study include that the meat and poultry industry is larger than the U.S. trucking industry, high-end fast food industry and the legal industry; is almost as large as the U.S. government, excluding the Defense Department; employs nearly 2 million Americans who earned \$71.6 billion in annual wages and benefits; and paid more than \$108 billion in direct federal, state and local taxes, with consumers paying \$3.26 billion in state taxes on meat and poultry products.

To learn more, visit <http://meatfuelsamerica.com/>.

Chairman Conaway Requests Public Release of CFTC Report

House Agriculture Committee Chairman K. Michael Conaway (R-Texas) sent a letter to U.S. Commodity Futures Trading Commission (CFTC) Chairman Tim Massad requesting that he finalize and publicly release a draft report on position limits prepared by the CFTC’s Office of the Chief Economist.

In the letter, Chairman Conaway writes, “I have reviewed the document, and I believe it presents a comprehensive overview of the current state of economic research on excessive speculation and an objective analysis of the potential utility of position limits. The report discusses in detail the ongoing and vigorous debate among economists about what constitutes excessive speculation and what, if any, impact it might have on prices and volatility in the commodity futures markets. As stakeholders and market participants review the new language and file their comments, this report, which puts the best economic literature in context, may help clarify what can and cannot be accomplished in the final rule.”

To read the full letter, visit <http://tinyurl.com/CFTC-6-17-16>.

High Plains Water District Approves Research Funding

The High Plains Underground Water Conservation District (HPWD) Board of Directors approved \$152,472 in funding requests for water-related research and demonstration projects at their June 14 meeting. Of the 10 proposals that were evaluated at the meeting, seven were approved for funding.

The approved projects are Brackish Groundwater Quality Monitoring in the Dockum Aquifer; Bushland Elementary School Native/Xeric Landscape Demonstration Garden; Evaluation of the Depth and Water Quality of the Dockum Aquifer in Southwestern Potter County; Inclusion of Alternate Crops into Cropping Systems to

Extend the Life of Limited Ground Water; Plant-based Polymers as Effective Treatment Agents in Removal of Dissolved Solids and Other Materials from the Dockum Aquifer; Small and Medium Scale Rainwater Harvesting Best Practices for Maximum Economic Value; and Soil Endoscope for Subsurface Irrigation Uniformity Testing.

Meeting minutes are available at <http://tinyurl.com/HPWD-6-17-16>.

International Partnership Sets Goal for Global Food Waste

A group of international organizations is launching the Food Loss & Waste Accounting & Reporting Standard (FLW Standard) at the Global Green Growth Forum 2016 Summit in Denmark. This is a first-of-its-kind global standard and reporting requirements for food loss and waste reduction. Participating stakeholders include World Resources Institute, The Consumer Goods Forum, U.N. Food & Agriculture Organization, European Union FUSIONS project, UN. Environment Programme, World Business Council for Sustainable Development, Waste & Resources Action Programme and World Resources Institute.

The Standard was created, in part, because many countries and companies have expressed interest in lowering food loss and waste but often do not realize the level of the waste nor have they had a consistent method of reporting and monitoring. The Consumer Goods Forum, which represents over 400 retailers and manufacturers worldwide, has resolved to reduce food waste by 50 percent by 2025.

To learn more about the FLW Standard, visit <http://flwprotocol.org/>.

Study Analyzes Economic Impact of Climate Change on Agriculture

An interdisciplinary research team from the University of Illinois published their analysis of the economic effects of climate change on agriculture in the southwestern U.S. in the journal *Spatial Economic Analysis*. The study found that agriculture would be the most greatly impacted sector over the next 70 to 100 years as climate is projected to change dramatically over that time. The researchers' economic model allowed them to look across production systems and analyze soybean and cattle producers alike. They also were able to account for the likely adaptation of farmers based on changing conditions.

To learn more about the study, visit <http://tinyurl.com/ClimateChange-Ag>.

Gates Seeks to Start "Livestock Revolution" in Rural Developing Nations

Bill Gates was interviewed by *People* magazine this week promoting his "livestock revolution" concept, which he sees as a path out of extreme poverty for rural families living in developing nations. He is partnering with Heifer International to donate 100,000 chickens to people in 12 countries as well as providing training on how to raise them. Gates promoted the concept standing in front of a large chicken coop inside his office building.

Despite his support for livestock's benefit to families in developing nations, Gates has been an investor in the alternative meat and meat substitute movement for consumers looking to replace meat in their diets with other protein sources.

USRSB General Assembly Meeting

The U.S. Roundtable for Sustainable Beef (USRSB) General Assembly Meeting will be held July 12-13 at the Hyatt Regency & Convention Center in Denver, Colo. As a multi-stakeholder initiative developed to advance, support and communicate continuous improvement in the sustainability of the U.S. beef value chain, TCFA encourages its members to attend this event and join in the discussion as we continue to shape the dialogue of beef sustainability. TCFA Feedyard Members as well as allied industry companies were instrumental in the founding of the USRSB and continue to be leaders in the development of the organization going forward.

For a copy of the meeting agenda, visit <http://tinyurl.com/USRSB-Agenda-2016>. Visit <http://tinyurl.com/USRSB-Reg-2016> to register for the event and <http://tinyurl.com/USRSB-Hotel-2016> to reserve your hotel room. For more information on USRSB, visit www.usrsb.org.

TCFA Says Goodbye

Former TCFA feedyard manager Gene McGlaun passed away on June 3 in Athens, Texas. Please keep his family in your prayers.

To view McGlaun's obituary, visit <http://tinyurl.com/Gene-McGlaun>.

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Texas Cattle Feeders Association

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