



# TEXAS CATTLE FEEDERS ASSOCIATION

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# NEWSLETTER

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## **Report Compares Millennial and Boomer Meat Purchasing Trends**

A new research report from Midan Marketing explores how meat purchasing decisions differ between members of the Baby Boomer and Millennial generations. The research found that Millennials are spending more per month on meat than Boomers but consume it less consistently. Despite the fact that Millennials change their meat-eating pattern more often than Boomers, Millennials spend an average of \$162 on meat monthly compared to Boomers spending \$62. According to the report, this is due largely to Millennials purchasing more prepared meats for larger households at a higher price point. In fact, 44 percent of Millennials' meat purchases are prepared meats, compared to only 22 percent for Boomers. Both groups cited health concerns as the top reason for cutting back on meat consumption, but both groups communicated positive attitudes towards meat with a few differences in details.

To learn more about the study, visit <http://tinyurl.com/Midan-9-2-16>.

## **Biofuels Less Environmentally Friendly Than Previously Thought**

A new study from University of Michigan researchers challenges the widely held assumption that biofuels such as ethanol and biodiesel are inherently carbon neutral. According to a news release from the university, the heat-trapping carbon dioxide gas emitted when biofuels are burned is not fully balanced by the CO<sub>2</sub> uptake that occurs as the plants grow. The researchers conclude that rising biofuel use has been associated with a net increase – rather than a net decrease, as many have claimed – in the carbon dioxide emissions that cause global warming. The findings were published in the journal *Climatic Change*.

To learn more about the study, visit <http://link.springer.com/article/10.1007/s10584-016-1764-4>.

## **National Beef Announces Liberal Facility Expansion Plan**

National Beef announced this week that it will be expanding boxed beef storage and shipping capabilities at its facility in Liberal, Kan. The news follows an announcement in July that National Beef is undertaking a similar expansion at its facility in Dodge City, Kan. According to National Beef, the \$8 million dollar project includes the addition of a palletizer, crane, sorters and new shipping lanes. The expansion is scheduled to come online in late spring 2017.

To learn more, visit <http://tinyurl.com/NationalBeef-9-2-16>.

## **ERS Announces Farm Profitability Forecasts**

USDA's Economic Research Service (ERS) released its Farm Income Forecast for 2016. According to the Forecast, farm sector profitability is likely to decline for the third consecutive year. Net cash farm income for 2016 is forecast at \$94.1 billion, down 13.3 percent from the 2015 estimate. Net farm income is forecast to be \$71.5 billion in 2016, down 11.5 percent. If realized, 2016 net farm income would be the lowest since 2009. However, for the second year in a row production expenses are expected to be down. Total production expenses are forecast down 2.8 percent over 2015, led by declines in inputs such as feed, seed and fuel.

To see more information from the Forecast, visit <http://tinyurl.com/ERS-9-2-16>.

## **Livestock Friendly Counties Prove Positive for Animal Agriculture**

The Nebraska Department of Agriculture (NDA) offers a voluntary program to which counties wishing to be designated as "livestock friendly" may apply. NDA then evaluates if those counties are taking measures to support livestock development. Currently 37 of Nebraska's 93 counties are participating in this program.

Researchers at the University of Nebraska and Oklahoma State University set out to evaluate the effectiveness of this program as it actually related to livestock production. Their results reflected positively on the program showing an increase of cattle operation in livestock friendly areas by 12 percent as opposed to 8 percent in non-certified counties. Results for hog operations were also better in the livestock friendly areas.

To view the full results of the study, visit <http://tinyurl.com/9-2-16-NDA>.

### **Noble Foundation Introduces Ag Tool Application**

The Samuel Roberts Noble Foundation has released a new app called Ag Tools that provides agricultural producers with various calculators to help make management decisions. Calculators currently available on the app include body condition score change, breeding season, calving season, frame score, Pearson Square ration balancing and value of gain with additional calculators planned to be added in the future.

“We wanted to create an app that would provide more information for farmers and ranchers, giving them the ability to make better informed management decisions out in the field,” said Bryan Nichols, Noble Foundation livestock consultant. “We chose the calculators that best fit the common situations producers encounter on a daily basis.”

To learn more about the app, visit [www.noble.org/ag/tools/](http://www.noble.org/ag/tools/).

### **USDA Releases App to Help Prevent Heat Stress in Cattle**

USDA’s Agricultural Research Service (ARS) launched a new smartphone app that forecasts conditions triggering heat stress in cattle. The app issues forecast alerts up to a week in advance of extreme heat conditions, along with recommended actions to help prevent potential heat stress. The app does not just watch for temperature, but other weather related factors such as humidity, wind speed, solar radiation and other elements that together can trigger heat stress.

To learn more about or download the app, visit [www.ars.usda.gov/docs/mobile-apps/](http://www.ars.usda.gov/docs/mobile-apps/).

### **Sponsor Spotlight**

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

This week’s spotlight shines on



**MEXICAN CATTLE**  
VAQUERO TRADING

Vaquero Trading is one of the top providers and sources in the U.S. of Mexican cattle to farmers, ranchers and feedlots. They buy high volumes of cattle from producers in Mexico that export them to the U.S. through the 11 ports of crossing, source them by quality and sizes and resell them. The business created another two companies that provide service to Vaquero Trading and are vertically integrated. One of them provides all the logistical transportation for all the cattle crossing from Mexico to the U.S. and has to be delivered to several states. The other one provides competitive Mexican pesos exchange rates to the same producers that sell U.S. cattle. Visit [www.vaquerotrading.com](http://www.vaquerotrading.com) or call (915) 585-0797 for more information.

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