



# TEXAS CATTLE FEEDERS ASSOCIATION

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# NEWSLETTER

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5501 I-40 W. • AMARILLO, TEXAS • PHONE (806) 358-3681 • [www.tcfa.org](http://www.tcfa.org) • [info@tcfa.org](mailto:info@tcfa.org)

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## **TCFA & NCBA File Comments Supporting Changes to Beef Carcass Grading Standards**

Earlier this week, TCFA and NCBA filed comments with the USDA Agricultural Marketing Service (AMS) supporting a petition to revise the United States Standards for Grades of Carcass Beef to include documentation and dentition as authorized methods to determine age.

TCFA's comments stated, "New scientific research clearly demonstrates that dentition is a significantly less subjective and more accurate method of determining age, without compromising product quality and tenderness. Additionally, permitting the use of dentition will correct an erroneous standard that currently discriminates against fed heifers (which present with skeletal ossification more advanced than actual age) and will benefit consumers and cattle producers by increasing the number of cattle eligible for an A maturity grade. This change could provide beef producers approximately \$59 million in added revenue."

The petition was filed by NCBA, USMEF, American Farm Bureau Federation and the National Association of State Departments of Agriculture and based on scientific research funding through the Beef Checkoff. A copy of the petition is available at <http://tinyurl.com/2016-10-28-AMS-Petition>.

TCFA and NCBA will continue to work with AMS to update the carcass grading standards to ensure the most accurate value determination possible. In addition, TCFA requested that AMS work with meat scientists and the cattle industry to develop changes to the current yield grading system that better represent modern cattle production and carcass fabrication style and more accurately predict actual red meat yield.

TCFA's comments are available at <http://tinyurl.com/2016-10-28-AMS-Comments>.

## **Government Report Identifies Flaws in WOTUS Rulemaking**

The U.S. House Oversight and Government Reform Committee released a report this week criticizing the rulemaking process used in amending the definition of "waters of the U.S." (WOTUS). The report details the findings of a two-year investigation on the Environmental Protection Agency and U.S. Army Corps of Engineers, which found that the agencies pushed the rule through the approval process at a rate that prevented the opportunity for a full review of the rule before finalization.

The findings of this report are no secret to agriculturalists across the country. This rule has been flawed from the beginning, and TCFA and other groups will continue to advocate against the implementation of this rule through all available processes.

To view the report, visit <http://tinyurl.com/2016-10-28-WOTUS>.

## **Survey Shows Millennials Increasingly Receptive to Animal Fats in Diet**

A survey of 1,000 adults from Ipsos Research shows that consumers are becoming more receptive to including animal fats in their diets, and millennials are the leading group. Overall response of those surveys was a nine percent year-over-year improvement in receptiveness in animal fats. However, millennials showed a 15 percent increase at a total of 24 millennial respondents saying they are receptive to animal fats in their diets.

For more information on the survey, visit <http://tinyurl.com/10-28-16-Millennials>.

## **AmazonFresh Reaches Texas**

AmazonFresh announced this week that it was adding two new cities to its grocery delivery service, Dallas and Chicago. AmazonFresh is an extension of Amazon's Prime membership that can be added for \$14.99 per month. This includes delivery of grocery items such as meat, seafood, fruits, vegetables, baked goods, dairy and more. The service offers same- and next-day delivery options, so users can place an order in the morning and receive it that same evening.

To learn more about this growing trend, visit <http://tinyurl.com/2016-10-28-Amazon>.

## **2016 General Election Early Voting Underway – Cast Your Vote Before Convention**

Early voting for the 2016 General Election is underway! Early voting dates are as follows: Texas, Oct. 24 through Nov. 4; New Mexico, Oct. 25 through Nov. 5; Oklahoma, Nov. 3 through Nov. 5. Election Day is Tuesday, Nov. 8. If you will be attending the 2016 TCFA Annual Convention, please remember to vote early, as Convention will run through Election Day!

Early voting locations in Texas will be available through the Texas Secretary of State's Online Voter Central at [www.sos.state.tx.us/elections/voter/county.shtml](http://www.sos.state.tx.us/elections/voter/county.shtml), and polling place hours vary at each early voting location. Registered and eligible voters may vote at any early voting location located in their county of residence.

Visit <http://tinyurl.com/2016-TCFA-Election> for a list of BEEF-PAC supported candidates. Please contact Josh Winegarner at (806) 358-3681 or [josh@tcfa.org](mailto:josh@tcfa.org) with questions about these candidates or to find out more information about the candidates from your area.

## **Advertise in the 2017 *Cattle Feeders Resource Guide* Celebrating TCFA's 50<sup>th</sup> Anniversary!**

TCFA is now accepting advertising contracts for the 2017 *Cattle Feeders Resource Guide*. Take advantage of this unique advertising opportunity by celebrating TCFA's 50<sup>th</sup> anniversary in this special edition. This publication will highlight the history of the industry as well as celebrate the future. Feel free to tailor your advertisement to reflect TCFA's 50<sup>th</sup> anniversary.

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, a great value in which advertisers have the opportunity to target potential buyers more precisely with ads that may reflect seasonal or market-focused messages.

The deadline to advertise is Nov. 18. You certainly do not want to miss a rare advertising opportunity such as this! View the rate card at <http://tinyurl.com/2017-TCFA-RateCard>, or contact Scena Snider for more details at (806) 358-3681 or [scena@tcfa.org](mailto:scena@tcfa.org).

## **TCFA Annual Convention – Register Today!**

TCFA 2016 Convention is just around the corner and will be Nov. 6-8 at the Omni Fort Worth Hotel in Fort Worth, Texas. The program will offer dynamic speakers delivering crucial information to beef producers, and as always, there will be plenty of opportunities to make memories and have a great time. Visit [www.tcfa.org/news-events/convention.html](http://www.tcfa.org/news-events/convention.html) to register.

This year's Convention has outstanding and unforgettable speakers in store. The keynote speaker is **Paul DePodesta**, Chief Strategy Officer for the Cleveland Browns and subject of the movie, "Moneyball." DePodesta's proven skills with data analysis and application are very relatable to the decisions made in the beef industry on a daily basis. You also won't want to miss **Dr. Laura Kahn** with her common sense approach and explanation of antimicrobial resistance and related research. Hear from **Peter Zeihan** with his immense knowledge of geopolitical relationships, benefiting many industries as they profit from world trade. Zeihan's experience and expertise gained by working with private industry and government agencies have led him to create his own successful company, Zeihan on Geopolitics. **Randy Blach** will deliver his always popular cattle and commodity market outlook to help give some insight to current market volatility.

There will be many opportunities to have a great time and make memories at this year's Convention. Start Convention by attending a **Dallas Mavericks** game with your closest cattle feeding friends. Join the **BEEF-PAC Feeders 500 Club** for an exclusive opportunity to attend a reception and dinner at the National Cowgirl Museum and Hall of Fame. Attend exciting tours of beef foodservice, downtown Fort Worth and the home of the Dallas Cowboys at AT&T Stadium.

If you have already registered for Convention, you can still register for additional tours and events at any time as long as spots are still available. Visit the TCFA website for more details on registration and the full Convention schedule at [www.tcfa.org/news-events/convention.html](http://www.tcfa.org/news-events/convention.html).

## **EQIP Application Deadline Approaching**

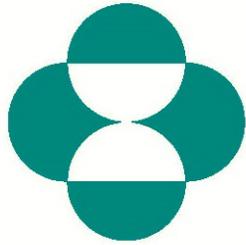
The application deadline to participate in the Natural Resources Conservation Service Environmental Quality Incentives Program (EQIP) is quickly approaching. Eligible landowners and agricultural producers wishing to participate should submit inquiries and applications their local USDA Field Service Center by Nov. 18.

To learn more, visit <http://tinyurl.com/2016-10-28-EQIP>.

## Sponsor Spotlight

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

This week's spotlight shines on



**MERCK**  
Animal Health

Merck Animal Health has been a faithful supporter of TCFA, with sponsorships of the TCFA Annual Convention and Summer Meeting, Fed Beef Challenge, Junior Fed Beef Challenge and TCFA Best Safety Practices Awards. They will continue the strong commitment to the success of TCFA members, delivering innovative animal health products such as REVALOR<sup>®</sup> (trenbolone acetate and estradiol) implants, Zuprevo<sup>®</sup> (tildipirosin), Resflor Gold<sup>®</sup> (florfenicol and flunixin meglumine), NUFLO<sup>®</sup> (florfenicol), Vista<sup>®</sup> vaccines, Vision<sup>®</sup> vaccines, SAFE-GUARD<sup>®</sup> (fenbendazole) dewormer and ULTRA SABERTM (lambdacyhalothrin/piperonyl butoxide) pour-on, all supported by the industry's top technical service and sales teams. For more information, please go to [www.merck-animal-health-usa.com](http://www.merck-animal-health-usa.com).

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