



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Volume 50, Number 46

November 18, 2016

U.S. Roundtable for Sustainable Beef Supports Inaugural Sustainable Agriculture Summit

This week, the U.S. Roundtable for Sustainable Beef (USRSB), along with the Innovation Center for U.S. Dairy, Field to Market, U.S. Poultry and Egg Association, Stewardship Index for Specialty Crops and the National Pork Board, hosted the Sustainable Agriculture Summit in Atlanta. The Summit brought together more than 500 farmers, ranchers, retailers, organizations and individuals with an interest in sustainable agriculture to share ideas and discuss trends.

Consumers are increasingly more interested in where their food comes from and how it's raised. That often includes questions and concerns around the sustainability of food. As such, agriculture leaders and commodities are working together more than ever to ensure farmers and ranchers are part of the conversation and that consumer expectations are being met.

For the USRSB, this week allowed the organization to share what has been accomplished during the past few months and where efforts will be focused moving forward. A session was held to explain the sustainability metric development process, indicator selection and draft metrics chosen by each segment. The USRSB was represented during a panel discussion by Nancy Labbe, World Wildlife Fund; Rickette Collins, McDonald's Corporation; Kim Stackhouse-Lawson, PhD., JBS USA; and Ben Weinheimer, P.E., TCFA.

Transparency and collaboration are integral to helping the beef community tell its unique sustainability story. As the USRSB continues its work, there will be ongoing emphasis to involve stakeholders and demonstrate continuous improvement over time. For more information on the USRSB and TCFA's engagement in beef sustainability efforts contact Ben Weinheimer at (806) 358-3681 or ben@tcfa.org.

2016 TCFA Annual Convention – Paul DePodesta

Paul DePodesta has made a career of evaluating, measuring and assigning value to talent, as documented in Michael Lewis's book, *Moneyball: The Art of Winning an Unfair Game*. The Moneyball methodology has become a mainstay strategy for business leaders looking for new approaches for overhauling stagnant systems. Formerly the Vice President of Player Development and Amateur Scouting for the New York Mets, DePodesta helped lead the team to the 2015 World Series for the first time since 2000. Mets GM Sandy Alderson said DePodesta was a "huge factor" in the Mets' success. In January 2016, DePodesta joined the NFL's Cleveland Browns as Chief Strategy Officer. DePodesta is also an Assistant Professor of Bioinformatics at the Scripps Translational Sciences Institute.

DePodesta shared insights from his career in sports to help TCFA Convention-goers apply data and risk calculation to their own businesses and daily lives. His career in baseball working with a low budget and a losing team required him to think outside the box and look at recruitment and strategy differently than other teams in the business. He emphasized using good process to achieve results and not being blinded or overly influenced by one's own preferences. "It's okay to be lucky; it's just not okay to pass it off as skill, because you're not going to be able to repeat it time and time again," he said. "We're after processes that create sustainable, predictable success for us."

This was his advice to the cattle feeders. Do things differently, and be willing to change the way you address a problem in order to achieve a new, and possibly better, result.

2016 TCFA Annual Convention – Dr. Laura Kahn

Dr. Laura Kahn holds a B.S. degree in nursing from UCLA, an M.D. from Mt. Sinai School of Medicine, a Master of Public Health from Columbia University and a Master of Public Policy from Princeton University. As a fellow of the American College of Physicians and a co-founder of the One Health Initiative, she has researched and spoken on Physicians, Farmers and the Politics of Antibiotic Resistance: A One Health Analysis. Dr. Kahn is currently a Research Scholar in the Science and Global Security Program, Woodrow Wilson School of Public

and International Affairs at Princeton. Dr. Kahn organized the biodefense seminar series at Princeton University as well as a conference on zoonotic diseases and the need to integrate human and animal public health infrastructure to enable effective responses to bioterrorism and pandemics. Dr. Kahn is the author of the book, *One Health and the Politics of Antimicrobial Resistance*.

Dr. Kahn updated the crowd on the findings of her extensive research on antimicrobial use and related resistance. She shared about the work of her One Health Initiative and the concept that human and animal health are connected as it relates to antimicrobial resistance with the uncommon inclusion of companion animals in that framework. She highlighted medical technologies and possible future solutions to help combat antimicrobial resistance, while emphasizing the importance of U.S. agriculture to global food security and civilization itself.

Learn more about her work at www.onehealthinitiative.com/.

2016 TCFA Annual Convention – Peter Zeihan

Peter Zeihan's worldview marries the realities of geography and populations to a deep understanding of how global politics impact markets and economic trends, helping industry leaders navigate today's complex mix of geopolitical risks and opportunities. Zeihan has ranged from working for the U.S. State Department in Australia, to the D.C. think tank community, to helping develop the analytical models for Stratfor, one of the world's premier private intelligence companies. Zeihan founded his own firm, Zeihan on Geopolitics, in 2012 in order to provide a select group of clients with direct, custom analytical products. Today those clients represent a vast array of sectors including agricultural interests, energy majors, financial institutions, business associations, universities and the U.S. military.

Zeihan discussed the latest trends in global politics and economics and related those back to their effects on U.S. agriculture. He shared insights based on the then potential outcomes of the U.S. presidential election as well as other major world events. He described how the U.S. is currently and will continue to be the leading global economic, industrial and agricultural superpower because the successes that other nations are currently experiencing are largely contingent upon the U.S. system and support.

You can learn more about Zeihan's work in his book, *The Accidental Superpower*.

2016 TCFA Annual Convention – Randy Blach

Randy Blach is CEO of CattleFax, an organization focused on helping member cattle producers make more profitable marketing and management decisions. Blach came to CattleFax in 1981 and served as director of market analysis for 15 years and accepted his current role in 2001. During this time, he has spoken at hundreds of cattle and beef industry conventions, meetings and seminars. A Colorado native, Blach and his family remain actively involved in cattle ranching with cow/calf, stocker and finished cattle. He was raised on his family's ranch in Yuma, Colo., and graduated from Colorado State University with a degree in animal science. Blach received the Honor Alumni award from CSU's College of Agricultural Sciences in 2004, the Livestock Leader Award in 2011 and the Industry Leadership Award in 2016.

A perennial favorite of TCFA members, Blach presented his cattle market update. He covered the circumstances and path that led the beef market to where it is today including the drought, herd liquidation, herd rebuilding and decrease in exports. He discussed some likely future events such as record high beef production and increased global market share for U.S. beef.

2016 TCFA Annual Convention – Sports Tournament Results

To conclude the 2016 TCFA Annual Convention experience, attendees spent some time enjoying a little friendly competition in the golf and sporting clays tournaments.

The following are the winners of the golf tournament, which was held at the Golf Club Fossil Creek in Fort Worth. Congratulations to David Christian, Sid Howard, Andy Rogers and Clint Savoini for winning first place as a team. The second place team consisted of Roger Huffman, Jim Lovell, Shannon Ridgway and Jeremy Shields. Third place went to Clay Gerber, Wes O'Brien, Kenneth Ruiz and Jeremy Schumacher. Closest to the pin was Sid Howard, and the winner of the longest drive was Clint Savoini. J.T. Haynes was the winner of the betting hole, splitting his prize with the TCFA Education Foundation.

The results of the sporting clays tournament, which was held at the Alpine Shooting Range, are as follows. In the allied industry division, Doug Edwards won first place, Brent Snyder was second and Garth McDonald was third. In the feedyard/feeder division, Jay Gray won first place, Joel Bassinger was second and Jim Peters was third.

UN FAO Releases AMR Report

The United Nations (UN) Food and Agriculture Organization (FAO) released a report this week on antimicrobial resistance (AMR) and its transmission, calling for increased research on preventative measures. The report acknowledges that all uses of antimicrobials can lead to increased resistance and that AMR can even occur naturally in the environment without the outside presence of antimicrobials. The report says that significant knowledge gaps exist regarding pathways by which bacteria acquire resistance, which merits further research. FAO presented an extensive set of recommendations intended to help address some of the unanswered questions about AMR.

To view the report, visit www.fao.org/3/a-i6209e.pdf.

Purdue Survey Finds Agritourists Concerned About Water Quality

Researchers at Purdue University conducted a survey of 857 U.S. households to measure how visiting a livestock production facility affected respondents' perspectives on a number of issues. Of those surveyed, 69 percent said they had visited a livestock operation, which was defined as a pig, dairy or horse farm. Respondents in this group were more likely to agree with the statement, "I am supportive of the growth of livestock agriculture in my county," but they were also more likely to agree with the statement, "I am concerned about impacts on water quality from livestock operations in my county."

One researcher on the project, Nicole Olynk Widmar, said, "Just because you support something and believe it is important doesn't mean you won't ask critical questions."

Take the NBQA Producer Survey

National Beef Quality Audit (NBQA) is asking beef producers to take its 2016 Producer Survey so that it can collect producer information and opinions, which will be added to NBQA's traditional production research to form an in-depth look at the beef industry as a whole.

The survey is completely anonymous, and input from every segment of the beef supply chain is needed in order for the best results. The deadline to complete the survey is Nov. 18.

The survey can be accessed at www.bqa.org/nbqa-producer-survey.

Registration Open for 2017 Cattle Industry Convention and NCBA Trade Show

Registration for the 2017 Cattle Industry Convention and NCBA Trade Show is now open. The 120th annual convention will be held in Nashville, Tenn., Feb. 1-3, 2017. Advanced registration is open until Jan. 4, 2017. Convention participants will hear from industry leaders, gather insight on industry trends, and enjoy an evening of stars and guitars at the Country Music Hall of Fame as well as an exclusive event at the Grand Ole Opry.

To learn more or to register, visit <http://convention.beefusa.org/registration-hotels>.

FSA County Committee Elections Begin

USDA's Farm Service Agency (FSA) sent out ballots to eligible farmers and ranchers this week for the 2016 FSA County Committee elections. Producers must return ballots to their local FSA offices by Dec. 5, 2016. Each committee has three to 11 elected members who serve three-year terms with one-third of the committee seats up for election each year. Producers must participate or cooperate in an FSA program to be eligible to vote in the county committee election.

To learn more, visit www.fsa.usda.gov/elections.

Understanding the Ag Exemption: DOL Overtime Law Seminar

Shawn Twing, Labor Law Attorney with Mullin Hoard Brown, will be presenting a seminar for TCFA members on upcoming changes to the Department of Labor's overtime regulations, taking effect Dec. 1, 2016, and information on the Agriculture Overtime Exemption. Join us Tuesday, Nov. 22, from 1:00-4:00 p.m. at AgTexas Farm Credit Services, 2001 S. Soncy Rd. in Amarillo to learn more about this important issue to ag employers.

Topics will include when and how the new DOL overtime law will apply to ag workers; how the current ag overtime exemption applies to different ag operations and to specific job descriptions within those operations; Decision Tree analysis of who does and does not qualify for the exemption; other labor exemptions related to agriculture and how those can be utilized by an ag business; and any other questions related to overtime exemptions and the new DOL overtime law.

To register, visit <http://tinyurl.com/2016-DOL-Seminar> or contact Christie Culp at christie@tcfa.org.

Advertise in the 2017 *Cattle Feeders Resource Guide* – Deadline Extended!

TCFA is accepting advertising contracts for the 2017 *Cattle Feeders Resource Guide*. Take advantage of this unique advertising opportunity by celebrating TCFA's 50th 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 50th 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 has been extended to Dec. 16. You certainly do not want to miss this rare advertising opportunity! 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.

TCFA Offices Closed for Thanksgiving

TCFA will be closed Thursday, Nov. 24 and Friday, Nov. 25 for Thanksgiving. Join us as we pause to celebrate the many blessings in our lives and the many opportunities still ahead. There will be no *Newsletter* next week. The Market Report will be sent out on Monday following Thanksgiving.

Sponsor Spotlight

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

This week's spotlight shines on



Newport Laboratories, Inc. assists veterinarians and livestock producers in their efforts to address animal health challenges through diagnostic testing and production of veterinary biologics. They are the nation's leading manufacturer of custom made biologics.

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Texas Cattle Feeders Association

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