



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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USTR Takes Action Against E.U. Discrimination of U.S. Beef

The Office of the U.S. Trade Representative (USTR) announced this week that it was taking action against the E.U.'s unfair trade practices that discriminate against U.S. beef imports. USTR says it is acting due to the request of the U.S. beef industry to address the scientifically-unfounded discrimination against U.S. beef producers by the E.U.

"The WTO determined that the European Union's ban on U.S. beef imports violates its international trade obligations," said USTR Ambassador Michael Froman. "The E.U. has failed to live up to assurances to address this issue, and it's now time to take action. Today's action holds the E.U. accountable and is an important step in encouraging the Commission to come back to the table to ensure that American ranchers have access to Europe's market and that European consumers have better access to high-quality U.S. beef."

According to USTR, if this discriminatory action continues, the U.S. would reinstate industry-supported tariffs on a list of E.U. products imported into the U.S.

"The European Union has left us no choice but to seek compensation for the long-standing mistreatment of U.S. beef exports," said NCBA President Tracy Brunner. "Our temporary agreement with the E.U. was meant to be an opportunity to build a bridge of trust between U.S. beef producers and E.U. consumers, and to compensate the United States for the losses we have suffered as a result of the E.U.'s hormone ban. The E.U. has violated the spirit of that agreement and caused U.S. beef exports to become a minority interest in a quota meant to compensate U.S. beef producers."

To learn more, visit <http://tinyurl.com/USTR-12-23-16>.

WTO Rules in Favor of U.S. in Indonesia Trade Dispute

The World Trade Organization's (WTO) dispute settlement panel found in favor of the U.S. this week in its challenge to Indonesia's wide-ranging restrictions on the importation of American fruits, vegetables, animal products (including beef) and other agricultural products. The WTO Panel agreed with the U.S. on 18 out of 18 claims that Indonesia is applying import restrictions and prohibitions that are inconsistent with WTO rules.

"Today's panel report will help eliminate unjustified trade restrictions on American agricultural products, allowing U.S. farmers and ranchers to sell their high-quality products to customers in Indonesia – the fourth-most populous country in the world," said USTR Ambassador Michael Froman.

To learn more, visit <http://tinyurl.com/WTO-12-23-16>.

Purdue Study Debunks Red Meat Health Myths

Red meat consumption does not affect short-term cardiovascular disease risk factors, such as blood pressure and blood cholesterol, according to a new review of clinical trials from Purdue University.

"During the last 20 years, there have been recommendations to eat less red meat as part of a healthier diet, but our research supports that red meat can be incorporated into a healthier diet," said Wayne Campbell, professor of nutrition science. "Red meat is a nutrient-rich food, not only as a source for protein but also bioavailable iron."

According to a news release from Purdue University, recommendations to limit red meat consumption come primarily from studies that relate peoples' eating habits to whether they have cardiovascular disease. While these studies suggest that red meat consumption is associated with a higher risk of cardiovascular disease, they are not designed to show that red meat is causing cardiovascular disease. After analyzing 24 studies that met specific criteria including the amount of red meat consumed, evaluation of cardiovascular disease risk factors and study design, researchers found that the consumption of red meat did not worsen blood pressure or cholesterol. Their findings were published in the *American Journal of Clinical Nutrition*.

To learn more, visit <http://tinyurl.com/Purdue-12-23-16>.

U.S. Beef Soon to Ship to Brazil

According to U.S. Meat Export Federation (USMEF), the first shipments of U.S. beef to Brazil should begin in early 2017. The U.S. has already received approximately 500 mt of Brazilian beef following the agreement of both countries to resume trade, which occurred in August. However, U.S. beef has not yet made it to the Brazilian market due to regulatory obstacles such as labeling issues.

The popularity of a number of U.S. beef cuts in the Brazilian market presents opportunity for U.S. beef producers once the exports resume. To learn more, visit <http://tinyurl.com/Brazil-12-23-16>.

Texas Beef Checkoff Celebrates Holidays with Beef Tamales

Through its Beef Loving Texans campaign, the Texas Beef Council (TBC) launched an online video, blog and recipe featuring the Texas tradition of making beef tamales to celebrate the holiday season. TBC teamed up with Ellen Riojas Clark, Ph.D., former UTSA professor and co-author of "Tamales, Comadres and the Meaning of Civilization," to share the history and tradition of tamale making with beef loving Texans across the state.

To see the feature, visit www.beeflovingtexans.com/texas-story/tamales/.

Millennials Purchasing More Organic Foods, Less Red Meats

A new report from Acosta and Technomic looked into Millennial buying trends when it came to food. The report titled, "The Why Behind the Buy," found that Millennial shoppers are buying more organic foods and eating less red meat. Those surveyed indicated that organic products make up 39 percent of their grocery purchases, and 18 percent of respondents subscribe to a low-meat or no-meat diet. Despite this, chicken and fish consumption is up amongst this age group, while beef and pork consumption is decreasing.

Millennial shoppers have also proved to be very store loyal with nine out of 10 saying they purchased groceries most often at the same store. Also, 60 percent of Millennials have used a home delivery meal kit service, compared to only 31 percent of Gen X and 10 percent of Baby Boomers.

When it comes to purchasing decisions in food, price and transparency related factors are the most influential in driving the sale with Millennial consumers.

To view the full report, visit <http://tinyurl.com/millennials-12-23-16>.

OIG Audit Disproves Animal Welfare Violation Claims

USDA's Office of the Inspector General (OIG) conducted an animal welfare audit related to research practices at the U.S. Meat Animal Research Center (USMARC) in Clay Center, Neb. The audit came in the wake of a *New York Times* article published in Jan. 2015 that questioned the center's animal welfare practices. OIG addressed 33 specific assertions that were mentioned in the article about USMARC, and found that only seven were somewhat accurate.

"Overall, we did not note evidence indicating a systemic problem with animal welfare at USMARC," the OIG report concluded.

All-American Beef Battalion Raises Funds at Oklahoma Sale

The National Livestock Corporation sponsored a donated calf auction at the Oklahoma City National Stockyards to raise money for the All-American Beef Battalion, which provides steak dinners to U.S. troops returning from deployment. This year's sale raised \$53,000. The Beef Battalion estimates it has served approximately 32,500 servicemen and women since it began. The National Livestock Corporation recognized the generous outpouring of support from area beef producers despite the hard year they've had as an industry.

To learn more, visit www.steaksfortroops.com.

TCFA Education Foundation

Help make a difference in the life of a student and for the future of the beef industry by donating to the TCFA Education Foundation. The TCFA Education Foundation awards scholarships to graduate students involved in research projects on cattle feeding. Working through the Consortium for Cattle Feeding and Environmental Sciences, students apply for the scholarships through their major professors. The consortium is comprised of faculty from West Texas A&M University in Canyon, Texas Tech University in Lubbock, Texas A&M AgriLife Research and Extension Center in Amarillo, and New Mexico State University in Las Cruces.

Please consider making a donation to the TCFA Education Foundation as a part of your year-end giving. Contributions are tax deductible and an excellent way to make a memorial or recognize anniversaries, holidays and other special events. Special acknowledgement will be made to the family or person being honored.

Contact Shannon Standley at TCFA for details at shannon@tcfa.org or (806) 358-3681, or give online at <http://tinyurl.com/2016-TCFA-Education-Foundation>.

High Plains Food Bank and Snack Pak 4 Kids

As you wrap up your year-end giving, TCFA reminds you to consider two great organizations that help provide beef to hungry people in our area through your generosity.

TCFA is proud to support the work of the High Plains Food Bank (HPFB) who serves the needs of 92,000 individuals in the high plains area. Headquartered in Amarillo, HPFB exists to alleviate hunger by distributing donated food to 165 non-profit organizations in 29 counties of the Texas Panhandle. The hardworking TCFA member feedyards know the importance of giving back and providing the community with the world's most powerful protein — Beef. Since hunger does not take weekends or holidays off, member feedyards have graciously donated beef year-round for many years. Thanks to these generous donations, beef has been included in the millions of pounds of food that have been delivered across the area to people in need. All donations will be used to provide hamburger meat to be distributed by the Food Bank.

To make a monetary donation to HPFB beef fund, visit <http://tinyurl.com/HPFB-TCFA>.

TCFA has teamed up with Snack Pak 4 Kids to ensure that beef is provided in weekend snack packs for children at risk of hunger in the Texas Panhandle. Knowing the importance of beef in a child's diet, TCFA members have rallied to make sure kids who face the possibility of missing meals over the weekend have access to a high quality beef product as an excellent protein source. Snack Pak 4 Kids began with the mission of ending weekend hunger for children by providing a backpack filled with kid-friendly snacks each Friday of the school year. The program began in September 2010 serving 10 children in Amarillo and has grown to now serve approximately 7,000 students in many school districts across the Texas Panhandle and South Plains with a franchise in San Antonio.

To make a monetary donation to the Snack Pak 4 Kids beef fund, visit <http://tinyurl.com/SP4K-TCFA>. And to learn more about TCFA members' involvement with either of these organizations, contact Jayce Winters at TCFA at jayce@tcfa.org or (806) 358-3681. Thank you for your continued support of these great programs!

Southwest Beef Symposium

Registration is open for the Southwest Beef Symposium to be held in Roswell, N.M., Jan. 11-12, 2017. The event, which is co-hosted by Texas A&M AgriLife Extension Service and New Mexico State University Cooperative Extension Service, will feature topics such as global factors affecting U.S. beef demand, sustainability, performance indicators, feed efficiency, improving through technology and more.

Registration is \$75 per person if registered by Jan. 2 and \$95 thereafter. Register at <http://swbs.nmsu.edu/>.

2017 Cattle Industry Convention and NCBA Trade Show

Registration for the 2017 Cattle Industry Convention and NCBA Trade Show is 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>.

Advertise in the 2017 Cattle Feeders Resource Guide

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.

The deadline to reserve advertising space has been extended to Jan 13. 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 Wishes You a Merry Christmas

TCFA wishes all members a very Merry Christmas and Happy New Year! TCFA offices will be closed Dec. 26, 27 and 30 next week, and there will be no *Newsletter*. However, watch your inbox for a weekly market wrap up on Monday, Jan. 2.

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