



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Trump Taps Perdue for Ag Secretary

On Thursday, President Donald Trump nominated former Georgia Governor Sonny Perdue to serve as the 31st Secretary of Agriculture, completing his cabinet. Perdue, who grew up in an agricultural family and holds a degree in veterinary medicine, is also a partner in a successful grain and feed business with 11 elevators in Georgia and South Carolina.

“Sonny Perdue is going to accomplish great things as Secretary of Agriculture,” President Trump said. “From growing up on a farm to being governor of a big agriculture state, he has spent his whole life understanding and solving the challenges our farmers face, and he is going to deliver big results for all Americans who earn their living off the land.”

“Given his background in agriculture, business and government, I think Sonny Perdue will be a great Agriculture Secretary,” said TCFA Chairman Jim Lovell. “TCFA looks forward to working with him and his department to address a number of issues important to cattle feeders.”

“Governor Perdue’s an excellent pick to head the Agriculture Department,” said NCBA President Tracy Brunner. “As a lifelong agri-businessman and veterinarian, as well as the two-term governor of a state where agriculture’s the largest industry, Gov. Perdue has a unique and expert understanding of both the business and scientific sides of agriculture. In a time of increasing regulations and a growing governmental footprint, we have no doubt that Gov. Perdue will step in and stand up for rural America so that we can continue to do what we do best – provide the safest and most abundant food supply in the world.”

Now that a Secretary has been nominated, TCFA will focus on providing the transition team with information about policies important to the cattle feeders and help identify qualified individuals to fill the numerous subcabinet positions at USDA.

Successful Ibotta Beef Marketing Campaign to Continue

A successful beef marketing campaign through the mobile rebates application, Ibotta, moved more than 270,000 units of fresh ground beef in less than two weeks. Consumers who use the application can unlock rebates on various products across many categories. In order to use the beef rebate, users must review educational information about beef, and then they can purchase beef at any grocery store and receive their cash back through the application.

The Federation of State Beef Councils announced that it would extend an additional \$300,000 to the partnership with Ibotta in an effort to continue encouraging consumers to purchase beef with an emphasis in marketing through the Super Bowl.

“As of Jan. 16, more than 700,000 users unlocked ground beef rebates demonstrating the strong consumer demand for beef. Redemption rates for beef have been 35 percent, far surpassing the Ibotta average rate of 22 percent and delivering more than 14 million brand impressions for beef system-wide,” said the Federation in a press release. “In addition to increasing sales, more than 700,000 consumers received educational messaging about beef as a part of the campaign. These educational opportunities were delivered in the form of a beef recipe or an in-app task that helps consumers better understand nutritional benefits of beef.”

To learn more about this campaign, visit <http://tinyurl.com/lbotta-1-20-17>.

Red River Gradient Boundary Survey Act Introduced

U.S. Sen. John Cornyn (R-Texas) and Rep. Mac Thornberry (R-Texas) introduced the Red River Gradient Boundary Survey Act (S. 90, H.R. 428), which seeks to settle all federal ownership claims by providing legal certainty to landowners along the Red River.

NCBA and PLC sent a letter this week to the Senate Judiciary Committee Chairman Chuck Grassley and the House Natural Resources Committee Chairman Rob Bishop urging support of both bills.

USDA Delays Livestock Handling Rule Implementation

USDA's Food Safety Inspection Service (FSIS) announced this week that it would delay implementation of a rule which would make livestock owners and haulers responsible for the humane treatment of animals while those animals were on the premises of a federally inspected slaughter facility. The implementation of this rule has been delayed until Jan. 24, due to the large volume of comments submitted on the rule and to give the agency time to more thoroughly review all of those comments.

"Once FSIS has completed review of the comments, it will publish a notice in the *Federal Register* responding to the issues raised in the comments explaining the determination and any clarifications or revisions made in response to the comments and announcing the implementation date," the agency said in a recent constituent report.

To view the rule in question, visit <http://tinyurl.com/FSIS-1-20-17>.

Organic Livestock Handling Rule Takes Effect

USDA's Agricultural Marketing Service's (AMS) new rules regulating how animals can be marketed as organic livestock under the Organic Foods Production Act were published in the *Federal Register* on Thursday. The final rule amends the Organic Food Production Act of 1990 and includes updated animal handling policies as well as defined indoor/outdoor space requirements. This action has received high praise from animal activist groups and criticism from animal agriculture, some calling it another midnight regulation from the Obama Administration.

"This rule sends a clear signal that an activist agenda is more important to the outgoing Administration than any true attempt to clarify a consumer's perception of what 'organic' means," said NCBA President Tracy Brunner. "Cattlemen and women have worked diligently over the past 30 years to develop and improve animal care and handling standards through the Beef Quality Assurance Program, which is continuously reviewed and updated as new science becomes available."

To view the final rule, visit <http://tinyurl.com/AMS-1-20-17>.

Consumers See Protein as Vital to Healthy Diet

A new survey from Mintel Group Ltd. indicates that Americans are increasingly recognizing the importance of protein in their diets. Of those surveyed, 63 percent were interested in protein in foods they consider to be healthy. Other important dietary factors recognized by consumers in the survey were fiber and whole grains. However, the survey also found that 43 percent of "health-conscious" consumers avoided foods containing high levels of saturated fat. Other avoided foods included those that contained high-fructose corn syrup, sugar and trans fat.

U.S. Lifts Ban on French Beef

The U.S. has announced an end this week to a 19-year ban on French beef that was instituted due to precautions related to bovine spongiform encephalopathy. France becomes the fourth European country under similar restrictions to have its beef ban lifted following Ireland, Lithuania and the Netherlands.

FSIS Proposes Labeling Changes to Meat and Poultry Products

USDA's Food Safety Inspection Service (FSIS) has proposed amendments to the nutrition labeling requirements for meat and poultry products. Proposed changes include removing the requirement for the "Calories from Fat" declaration; requiring declarations for added sugars, vitamin D and potassium; permit voluntary declaration of vitamins A and C; and reducing the reference value for the percent Daily Value for sodium from 2,400 mg to 2,300 mg.

To view the proposed rule, visit <http://tinyurl.com/FSIS-01-20-17>.

Vilsack to Join U.S. Dairy Export Council

Former U.S. Agriculture Secretary Tom Vilsack, who stepped down early from his cabinet position late last week, will join the U.S. Dairy Export Council as the organization's president and CEO. Vilsack will begin his new position on Feb. 1.

Beef Served at Trump Inauguration

The meal following the Inauguration Ceremony for President Donald Trump featured beef from Seven Hills Angus as the main course. The meal was hosted by the Joint Congressional Committee on Inaugural Ceremonies at the Capitol.

Oklahoma CSP Application Deadline Approaching

Applications for participation in the Conservation Stewardship Program (CSP) in Oklahoma are due Feb. 3 to local USDA Natural Resources Conservation Service field offices.

To learn more about CSP, visit <http://tinyurl.com/CSP-1-20-17>.

Visit TCFA Member Feedyards Job Openings Web Page

As recommended by the TCFA Human Resources and Industry Relations Committees, TCFA has launched a web page on the TCFA website to host feedyard job openings as a service to TCFA member feedyards.

TCFA member feedyards are eligible to post jobs to the site. However, anyone in search of a job may view and access the site. The website is not designed for direct communication between job seekers and feedyards, so applicants should contact the feedyard via information listed on the posting. Job postings will expire after one month and will be removed unless extended by the feedyard.

To view the web page and current listings, visit www.tcfa.org/news-events/jobs.html.

TCFA seeks to provide a valuable service both to member feedyards as well as to the general public in helping to connect job seekers with careers in the fed beef industry of Texas, Oklahoma and New Mexico.

If you have any additional questions, please contact Jayce Winters at jayce@tcfa.org.

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Texas Cattle Feeders Association

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