



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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The Blaze Reports Fake COOL Information, NCBA Responds

The Blaze TV reporter Tomi Lahren hosted representatives from RCALF-USA this week to discuss their platform of reinstating mandatory country-of-origin labeling (COOL). Throughout the broadcast, Lahren spread misinformation about COOL and its negative effects on U.S. beef producers, and she called on legislators to reinstate the failed program.

NCBA has released a rebuttal video, confronting Lahren on her poor reporting, and setting the facts straight. Watch the video at <http://tinyurl.com/NCBA-COOL>, and share it to set the record straight on COOL.

S.D. COOL Bill Fails

On Tuesday, the South Dakota State Senate voted down a bill to mandate country-of-origin labeling (COOL) on meat products sold in the state. The measure, which was supported by RCALF USA, South Dakota Stockgrowers and South Dakota Farmers Union, failed on a 13-21 vote. The bill was opposed by South Dakota Cattlemen's Association, South Dakota Farm Bureau, South Dakota Pork Producers Association and South Dakota Retailers.

A similar COOL bill recently was voted out of the Wyoming House Agriculture Committee but has yet to be considered by the full House of Representatives.

CME Announces Changes to Live Cattle Futures Contract

The Chicago Mercantile Exchange Inc. (CME) announced this week amendments to expiring month position limits of the Live Cattle Futures contract and listing of the June 2018 contract month of the Live Cattle Futures and Options contracts.

Beginning with the April 2017 contract month and beyond, and pending Commodity Futures Trading Commission approval, CME will implement a reduction in the spot month limit from 300 to 200 contracts as of the close of trading on the business day immediately preceding the last two trading days of the contract month for the Live Cattle Futures contract. The initial spot month limit of 450 contracts shall continue to be in effect as of the close of trading on the first business day following the first Friday of the contract month and the second spot month limit of 300 contracts shall continue to be in effect as of the close of trading on the business day immediately preceding the last five trading days of the contract month. The single month limit of 6,300 futures contract equivalents remains unchanged.

Power of Meat Survey Results Announced at Annual Meat Conference

Results of the 11th Annual Power of Meat Survey were announced this week at the closing general session of the Annual Meat Conference. The survey collected results from 1,360 shoppers from across the U.S.

Key findings of the survey confirmed that promotions and sales are becoming more popular, including an increasing focus on digital shopping. Consumers are continuing to look for meat with special attributes and label claims. And ready-to-prepare meal kits in the meat department interested 53 percent of respondents.

The importance of reaching the millennial consumer was emphasized, as it was noted that the meat industry is not gaining dollars from millennial shoppers at the rate at which it is losing dollars from baby boomer shoppers. Millennials cited price as their top factor when deciding on meat purchases. Product appearance fell to third place in importance. Transparency and consumer communication were also mentioned as opportunities in reaching the millennial market. Survey results found that overall shopper satisfaction related to the meat shopping experience continues to be high.

"Meat and poultry remain shoppers' go-to source for protein and essential nutrients," said North American Meat Institute President and CEO Barry Carpenter. "The industry is working hard to respond to consumer demands for transparency and is continuing to offer a variety of convenient, flavorful and nutritious fresh and processed products to an increasingly diverse consumer base, particularly with regards to millennial shoppers, whose influence is growing at retail."

To learn more about the survey results, visit <http://tinyurl.com/2017-PowerOfMeat>.

Also at this week's Annual Meat Conference, Midan Marketing released new "Segmeatation" research, which categorized meat-eating consumers into six groups. This was based on looking at how and how often meat-eating adults prepare meat for home consumption. The groups included voracious carnivores, wavering budgeteers, premium players, aging idealists, selective foodies and urban eclectics. Midan Marketing followed up with recommendations on how to best market to each particular segment.

To learn about the results, visit <http://segmeatation.com/>.

Canada Approves Irradiated Ground Beef

The Canadian government announced this week that it would allow the sale of fresh and frozen ground beef that has been irradiated. This will provide beef processors with an additional tool for fighting pathogens in ground beef by exposing the product to low levels of ionizing radiation. Products which have undergone irradiation must be clearly labeled; however, Health Canada confirmed that irradiation of ground beef within the parameters requested is safe, effective and does not significantly impact the nutritional quality of the beef any more than cooking.

Costco Boosts U.S. Beef in South Korea

U.S. beef has been climbing in popularity in South Korea, and Costco stores in the country have provided another boost by beginning the process of converting imported chilled beef selection from Australian beef to 100 percent U.S. beef. Costco represents about 15,000 mt of incremental new beef business in South Korea for 2017. U.S. beef made up 42 percent of South Korea's imported beef in 2016, up from 35 percent in 2015. Meanwhile, Australia lost market share, falling from 57 percent to 49 percent.

"Korean consumers love the high quality of U.S. beef and really enjoy the flavor of our product," said Dan Halstrom, USMEF senior vice president for marketing. "In Korea, Costco is the gold standard when it comes to imaging food products, especially beef. USMEF, along with our partners in the U.S. beef industry, have been working hard to recapture market share in Korea."

To learn more, visit <http://tinyurl.com/USMEF-2-24-17>.

South Korea to Establish FMD Vaccine Production Facility by 2020

South Korea's agriculture ministry announced this week that the country is planning to set up its own foot-and-mouth disease (FMD) vaccine production facility by 2020. The country had to import vaccine earlier this month after two cases of the disease were found. South Korea plans to import 32 million doses of the vaccine this year.

To learn more, visit <http://tinyurl.com/FMD-2-24-17>.

Live Calving "Cow Cam" Goes Viral

Ranchers in South Dakota teamed up with a local news station to live stream a feed from their calving barn to the news station's viewers. This "cow cam" received more than 111,000 views, 818 likes and 310 shares. Rancher Dan Lehrman hoped to help people develop an appreciation for the cow-birthing process and the work that goes in to raising cattle.

To learn more about the cow cam, visit <http://tinyurl.com/2017-CowCam>.

HumaneWatch Releases Antibiotic Use Rebuttal Video

The Center for Consumer Freedom's HumaneWatch project released a video this week in response to the Human Society of the U.S.'s (HSUS) comments on antibiotic use in food animal production. The video addresses erroneous claims made by HSUS CEO Wayne Pacelle that antibiotics are overused on farms, and makes note of the over-prescription and patient misuse of antibiotics in human medicine.

"HSUS and other vegan activists mistakenly advocate for a national ban on the preventive use of antibiotics for animals," HumaneWatch said. "This policy is not in line with sound animal handling and welfare practices, and could lead to more animals getting sick and potentially spreading disease."

To watch the full video, visit <http://tinyurl.com/HumaneWatch-2-24-17>.

Texas Ag Commissioner Approves Toxic Bait for Feral Hog Control

Texas Agriculture Commissioner Sid Miller announced a rule change this week in the Texas Administrative Code that classifies a warfarin-based hog lure as a state-limited-use pesticide. The pesticide, "Kaput Feral Hog Lure," is the first toxicant to be listed specifically for use in controlling the feral hog population and represents a new weapon in the long-standing war on the destructive feral hog population, according to a news release from the Texas Department of Agriculture (TDA).

Warfarin, an anticoagulant, was used for many years as a feral swine toxicant in Australia. TDA says there is a demonstrated need for additional feral hog population control methods in Texas, and the regulatory status under the rule change will ensure safe handling and application of this product. The rule change is supported by the Texas A&M Agrilife Extension Service.

To read the full news release from TDA, visit <http://tinyurl.com/TDA-2-24-17>.

2017 Fed Beef Challenge

The best cattle in Cattle Feeding Country will make their way to the historic Amarillo Livestock Auction on Wednesday, April 12 for the 2017 TCFA Fed Beef Challenge. Feedyards from throughout the TCFA area will bring their top quality steers, heifers, Holstein steers and new this year, a category for Mexican steers to compete for awards, cash and bragging rights. In addition to the carcass contest to determine the best beef, there will be a live evaluation contest, steak feed and special activities benefiting the TCFA Education Foundation. Visit www.tcfa.org/news-events/fbc.html for contest rules and the printable entry form. Contact Brady Miller at (806) 358-3681 or brady@tcfa.org for more information.

2017 Junior Fed Beef Challenge

The start of the 2017 Junior Fed Beef Challenge is just around the corner. Junior cattle feeders from all across Cattle Feeding Country will compete for scholarships, cash and prizes by participating in four phases of the event, including carcass merit, record keeping, a written exam and oral presentation or interview. Steers can be validated anytime from March 1 to March 27. Find all contest details at www.tcfa.org/news-events/jfbc.html, or contact Brady Miller at (806) 358-3681 or brady@tcfa.org.

Voting Open for 2017 Cattle Feeders Hall of Fame

Cast your vote for the 2017 Cattle Feeders Hall of Fame and Leadership Award nominees. TCFA member nominees for the Cattle Feeders Hall of Fame include Johnny Trotter of Bar-G Feedyard and James Herring of Friona Industries. TCFA-area nominees for the Leadership Award are Dr. Kenneth Eng and Dr. Dee Griffin. Two Cattle Feeders Hall of Fame inductees and one Leadership Award winner will be announced at the 2017 Cattle Feeders Hall of Fame induction ceremony.

To cast your vote, visit <http://cattlefeeders.org/vote-hof/>.

2017 International Livestock Congress

The International Livestock Congress USA will be held March 8-9 as a part of the Houston Livestock Show and Rodeo and is managed through a partnership with the International Stockmen's Education Foundation. This year's theme is "Balancing Livestock and Water Use for Sustainable Nutrition."

Reserve your seat by visiting www.theisef.com/registration.html.

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

50 Years of Memories

TCFA is celebrating 50 years of service to the cattle industry this year. We want to hear from you! Please contact us at info@tcfa.org to share your most memorable moments in the cattle feeding industry that have occurred over the last 50 years. Your submission may be shared in our upcoming 50th Anniversary 2017 *Cattle Feeders Resource Guide*.

Join in on more 50th Anniversary fun by following TCFA on [Facebook](#), [Twitter](#) and [LinkedIn](#) to learn about upcoming events and enjoy memories and milestones from throughout the years.