



# TEXAS CATTLE FEEDERS ASSOCIATION

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# NEWSLETTER

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## **Trump Reiterates Call to Renegotiate or Scratch NAFTA**

President Trump this week echoed his campaign promise to either renegotiate NAFTA or scratch the 23-year-old trade agreement all together, according to various news reports. During a speech in Wisconsin, Trump reiterated his call that NAFTA has been a disaster for the United States.

Ag industry groups continue to encourage the President to ensure the benefits of NAFTA remain in place if the trade agreement is re-negotiated.

“With the productivity of U.S. agriculture growing faster than domestic demand, the U.S. food and agriculture industry — and the rural communities that depend on it — relies heavily on export markets to sustain prices and revenues,” groups, including the U.S. Meat Export Federation, wrote in a January letter to the Administration. According to reports, U.S. exports of agricultural products to Mexico have increased dramatically since NAFTA was signed into law. And, according to the National Cattlemen’s Beef Association (NCBA), exports of American-produced beef to Mexico alone have grown by more than 750 percent. Should NAFTA be scratched from the books, U.S. beef producers would take a drastic hit.

## **China Presents Great Opportunity for U.S. Beef but Access Remains Challenging**

USDA’s Foreign Agricultural Service (FAS) released its semi-annual review of global livestock and poultry markets last week. The review outlined global opportunities for U.S. beef producers.

This week’s *Daily Livestock Report* summarized a portion of the FAS findings with the following, “As recently as 2011, imports of beef in China and Hong Kong were 180,000 MT (cwe), with Mainland China accounting for just 28,000 MT.”

In 2017, USDA estimates combined beef imports for China/Hong Kong at 1.425 million MT (cwe), a seven fold increase from just six years ago. Given the increased importance of China in the global beef market, there has been a lot of interest in efforts to open this U.S. market to U.S. beef products, and it appears that Chinese officials have agreed in principle to do that.

However, there are a number of obstacles that will limit the amount of U.S. beef that will go into the Chinese markets in the short to medium term. China insists that all beef going into the country conform to its traceability requirements. Australia, Brazil, Uruguay, New Zealand and Argentina have mandatory traceability systems already in place, but the U.S. does not. Also, China has very strict policy with regard to hormones and testing. Both reports also address the movement of U.S. beef into China through Hong Kong, Taiwan and Vietnam, and the importance of growth opportunities in other important export markets such as Japan and South Korea.

To read the full *Daily Livestock Report* visit, <http://tinyurl.com/Daily-Livestock-Report>.

To read USDA’s FAS semi-annual review visit, <http://tinyurl.com/world-market-trade>.

## **New App Aims to Help Millennials at the Meat Counter**

The North American Meat Institute unveiled a new app called MyMeatUp to help millennial consumers with purchases at the meat counter.

“For many consumers, selecting a cut of beef at the meat case can be intimidating,” said Amanda Radke, BEEF Daily contributor and fifth generation rancher. “Unlike a bag of frozen chicken breasts, which essentially taste and look the same every time, the variety of beef cuts, and respective cooking methods, can be confusing.”

Radke says that the app breaks down the various meat cuts for beef, pork, lamb and veal, explains the different cooking methods, host recipes, tips on preparation, thawing and storage, and even has a searchable glossary for terms like natural, antibiotic-free and organic.

“This handy app is a great all-in-one tool that we need to get in the hands of our consumers,” Radke said. The app is available on both Android and Apple devices. To read Radke’s full story, visit

<http://tinyurl.com/Meat-Counter-App>.

### **FFCS Committee Meets for Semi-Annual Meeting**

The Industry Advisory Committee for the Texas Feed and Fertilizer Control Service (FFCS) met this week in College Station. The committee was established a number of years ago to provide input on FFCS programs and services. Committee members include feed consumers, feed manufacturers, fertilizer consumers, fertilizer manufacturers and others.

Of interest to cattle feeders, the FFCS monitors feed ingredients that are produced in the state or enter from other states to ensure that the products comply with FDA and state regulations and do not exceed contaminant levels for constituents such as aflatoxin and fumonisin in corn. In addition, on behalf of FDA, the FFCS field investigators conduct BSE/prohibited protein compliance inspections at livestock operations throughout the state. The advisory committee meets semi-annually and is currently chaired by TCFA Vice President Ben Weinheimer.

### **Congressman Jodey Arrington Hosts Immigration Roundtable**

Kyle Williams, TCFA Marketing Committee member and manager of Lubbock Feeders, LLC, participated in an immigration roundtable with Congressman Jodey Arrington (R-Lubbock) earlier this week. The group, composed of representatives from the feedyard/fed cattle, dairy, cotton gins/grain elevators, produce, service, construction, hotel and manufacturing industries, met with Arrington for an in-depth discussion on overall immigration reform and specifically the H2A Visa program.

“Congressman Arrington understands the specific and unique needs of the beef industry when it comes to immigration reform,” said Williams. “Cattle feeders know that meaningful immigration reform and stronger border security are important for a safe and stable nation, but Congress must also recognize the growing need for a non-seasonal, temporary worker program. Congressman Arrington recognizes that, and he also knows the crucial role the beef industry plays, not only in the area, but across the globe. We appreciate him taking time to specifically address these issues.”

### **Walmart and Tyson Continue to Focus on Sustainability Efforts**

Walmart recently announced the launch of a new sustainability platform that invites suppliers to join in with the company’s commitment to reduce greenhouse gas emissions (GHG) that result from operations and supply chains. The platform, referred to as Project Gigaton, seeks to eliminate one gigaton of emissions by 2030. Walmart identified energy, agriculture, waste, packaging, deforestation, and product use and design as the key areas to focus on in reducing emissions in supply chains.

Also this week, Tyson Foods’ Tom Hayes placed a new emphasis on sustainable growth, but cautioned that trade-offs will be minimized in the drive for healthier food, animals and the environment. Hayes said Tyson is focused on creating a sustainable food system because it’s what consumers demand. As part of the focus, Tyson Foods has appointed its first chief sustainability officer, Justin Whitmore, to help ensure that sustainability is at the center of the company’s future plans. Whitmore, who was most recently a consultant at McKinsey & Company, will be part of the company’s enterprise leadership team, reporting directly to President and CEO Tom Hayes. He will work to implement solutions that drive industry-leading impact on all dimensions of sustainability.

### **NCBA Calls on Producers to Share Death Tax Stories**

NCBA has created a survey designed to evaluate the impact of the death tax on the U.S. livestock industry and is encouraging cattle producers to share personal stories.

Each year, livestock producers are forced to make tough choices and expend limited resources for estate tax planning purposes rather than investing in their operation. It is all too often that ranching families are forced to sell land, equipment, or part of their operation in order to pay the death tax, according to NCBA.

All information shared through the survey will be kept strictly confidential. If you have any questions, please contact Danielle Beck at [dbeck@beef.org](mailto:dbeck@beef.org). The survey can be filled out at <http://tinyurl.com/Death-Tax-Survey>

### **Applications for Texas Family Land Heritage Program Due June 1**

The Family Land Heritage Program is a recognition program that honors families who have owned and operated a continuous agricultural operation for 100 years or more. The Texas Department of Agriculture (TDA) hosts a ceremony every year at the state capitol to celebrate and commemorate the families who have passed down their proud Texas legacy from generation to generation.

Applications are due June 1. For more information, including qualifications and an application, visit <http://tinyurl.com/Family-Land-Heritage>.

## Decreased Corn Planting Could Raise Chances for Higher Feed Prices

Decreased corn planting intentions raise the chances for higher feed prices, said Oklahoma State University Extension Livestock Marketing Specialist Derrell Peel in a recent report in the Cow/Calf Corner newsletter. According to USDA, early planting intentions for corn were down by 4.3 percent from last year, and soybean planting intentions were up 7.3 percent.

“From a feed perspective, decreased corn and grain sorghum acreage raises the chances for a slightly higher 2017 crop year corn price and, perhaps more importantly, increases the risk of higher feed grain prices should adverse weather conditions develop during the 2017 growing season,” Peel said.

Peel noted in his report that higher than expected grain stocks remain from the record 2016 corn crop, which should keep feed grain prices favorable for the remainder of the year. To read the full report, visit <http://tinyurl.com/Crop-Planting-Intentions>.

## Local Students Complete TCFA Feedyard Technician Program

Thirty-nine high school students from across the area completed the Cattle Care & Handling portion of the Feedyard Technician Certification Program April 18 and 19 at West Texas A&M University (WTAMU) in Canyon. The goal of the program is to give students a basic understanding of the knowledge and skills necessary to work in the fed beef industry.

“People who work in the fed beef industry have one of the most important jobs in the world—to produce food for a growing population,” said Karli Schilling, Friona Industries. “Having qualified young people who want to work in the industry here in our area is crucial. Friona Industries is one example of a feedyard that looks forward to hiring students from this program. Those that have come on with us are an asset to our team, and some have moved up to management positions within our company.”

WTAMU students who are working toward a degree in Agriculture Education tested participants on cattle care skills, such as pharmaceutical knowledge and proper administering and implanting technique and accuracy. To complete the certification process, students were tested over their skills with written exams and were also individually interviewed by feedyard industry leaders on the topics they covered in training.

The program is a collaboration between Texas Cattle Feeders Association, WTAMU and Texas A&M AgriLife Extension Services. Students in the program are identified by their Agricultural Science Teacher, feedyard managers or have expressed interest to be accepted into the program. They should be enrolled in at least one high school agricultural class each semester, participate in extra-curricular activities such as FFA and have a supervised agricultural experience project.

If you are interested in potentially hiring students who have participated in the program, please contact Brady Miller at [brady@tcfa.org](mailto:brady@tcfa.org) or Rachel Hernandez at [rachel@tcfa.org](mailto:rachel@tcfa.org), or you may call (806) 358-3681.



## Checkoff Relaunches Food Waste Challenge in Time for Earth Day

Reducing food waste is one of the most impactful ways consumers can reduce their environmental footprint, according to the Beef Checkoff. The goal of the Food Waste Challenge is to bring awareness to the food waste problem in the U.S. while spreading the word that the easiest way to improve the sustainability of all food, including beef, is to reduce food waste.

While beef is one of the least wasted commodities, according to The Food and Agriculture Organization of the United Nations (FAO), cutting its waste in half would increase the full supply chain sustainability by 10 percent. The Food Waste Challenge equips consumers with the tools and tips they need to mitigate their food waste through meal planning, smart shopping and storage tips. The challenge is part of an ongoing Masters of Beef Advocacy (MBA) campaign which will run through the end of April. To learn more or to sign up for the challenge, visit <http://tinyurl.com/Food-Waste-Challenge>.

## **Animal Disease Traceability Meetings Scheduled Through May**

To address gaps and other concerns within the Animal Disease Traceability System (ADT), APHIS is hosting a series of meetings around the country. Cattle producers who wish to attend should register at <http://tinyurl.com/ADT-registration>. The remaining meetings will take place at the following locations:

**May 2:** Bloomington, Minn., Embassy Suites Minneapolis Airport, 7901 34th Avenue South

**May 4:** Denver, Colo., Doubletree by Hilton Denver, 3203 Quebec Street

**May 11:** Rancho Cordova, Calif., Sacramento Marriott Rancho Cordova, 11211 Point East Drive

**May 24:** Billings, Mont., Hilton Garden Inn Billings, 2465 Grant Road

## **2017 TCFA Feedyard Camp**

TCFA, in conjunction with Texas A&M AgriLife Extension Service and West Texas A&M University, will host the 2017 Junior Fed Beef Career & Leadership Program, also known as Feedyard Camp. The program is open to incoming high school juniors and seniors who are interested in a career in the fed beef industry.

Participants will receive hands-on instruction about feedyard operations, as well as career opportunities in the fed beef industry. The registration fee for camp is \$100, which covers all costs except travel to and from Canyon. Applications must be returned to TCFA by May 12. To download an application, visit <http://tinyurl.com/FeedYardCamp>. Contact Brady Miller at [brady@tcfa.org](mailto:brady@tcfa.org) or Rachel Hernandez at [rachel@tcfa.org](mailto:rachel@tcfa.org) with any questions.

## **New Farm Journal Wildfire Fund Doubles Your Donation for Wildfire Recovery**

Farm Journal announced a new fundraising effort for producers affected by the March wildfires. The Million Dollar Wildfire Relief Challenge, which launched this week, will enable donors to help ranching families rebuild by doubling donations. Thanks to the generosity of the Howard G. Buffett Foundation, all donations to the Drovers/Farm Journal Foundation Million Dollar Wildfire Relief fund will be matched-dollar for dollar-through July 31, 2017. To learn more and/or donate, visit <http://tinyurl.com/Wildfire-Fund>.

## **SAVE THE DATE – TCFA 50<sup>th</sup> Anniversary Reception & Annual Convention**

TCFA is turning 50! Save the date for TCFA's 50<sup>th</sup> Anniversary Reception May 18. Join members and friends of the Association at the Amarillo Civic Center Grand Plaza from 4 p.m. to 6 p.m. for a come-and-go reception celebrating this historic occasion. Invitations will follow, and we ask that attendees RSVP.

Also, mark your calendars for TCFA's 50<sup>th</sup> Anniversary Convention, which will take place October 8-10 at the Embassy Suites Downtown Amarillo. An incredible speaker lineup is planned, including *Lone Survivor* author, Marcus Luttrell; TCFA-favorite and generational/millennial expert, Jason Dorsey; agricultural economist and global futurist, Dr. Lowell Catlett; and more. Back by popular demand, the Cattle Feeders Get Together will feature live entertainment from premier 80s cover band, The Spazmatics.

Make plans to join us in Amarillo for both of these special events. To view a "Save the Date" flyer for these events, visit <http://tinyurl.com/TCFA-SaveTheDate>. To be entered for a special prize drawing, Tweet a photo of the "Save the Date" with #TCFA50.

## **New Jobs Posted to TCFA Member Feedyards Job Openings Web Page**

New job postings have been added to the TCFA Member Feedyards Job Openings web page. To view the web page and current listings, visit [www.tcfa.org/news-events/jobs.html](http://www.tcfa.org/news-events/jobs.html). If you have any additional questions, please contact Carmen Fenton at [carmen@tcfa.org](mailto:carmen@tcfa.org).

## **TX A&M AgriLife Research and U.S. Forest Service Conference May 12 in Kerrville**

Producers can attend a conference offered by Texas A&M AgriLife Research and the U.S. Forest Service that will address strategic supplementation strategies to enhance Texas rangelands and reduce livestock costs. Registration is open until May 5 and costs \$15 a person. For more information and to register visit, <http://sanangelo.tamu.edu/sss-conf>.

## **102<sup>nd</sup> Panhandle Grain and Feed Association Convention**

The annual Panhandle Grain and Feed Convention is scheduled for May 4-5 in Amarillo. For more information or to register, visit [www.panhandlegrainandfeed.org](http://www.panhandlegrainandfeed.org).

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