



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Trump Will Not Withdrawal from KORUS Yet

Following outreach from the U.S. beef industry, the Trump administration announced this week it does not have immediate plans to withdraw from the Korea-U.S. Free Trade Agreement (KORUS), but will pursue changes. Over the weekend, *Fox News* reported that the administration was considering withdrawal from the trade agreement, but White House officials told Members of Congress this week that a plan to withdraw was no longer an option.

TCFA and NCBA worked with congressional leadership to explain to the White House the importance of the trade bill to the U.S. cattle and beef industries.

In a letter to U.S. Trade Representative Robert Lighthizer and U.S. Agriculture Secretary Sonny Perdue, NCBA, the United States Meat Export Federation (USMEF) and the North American Meat Institute highlighted the importance of the Korean market to the industry.

"Simply put, KORUS created the ideal environment for the U.S. beef industry to thrive in South Korea," the letter states. "We would not support any changes in the terms of the KORUS that would jeopardize either our market share or the significant investment that has been made in rebuilding Korean consumer confidence in the safety, quality and consistency of U.S. beef."

Last year, U.S. beef exports to Korea exceeded \$1 billion for the first time, making it the second largest value destination for U.S. beef behind Japan, according to USMEF. Korea's total beef import volume set a record in 2016, increasing 22 percent — the largest percentage increase of any of the world's major beef importers as Korea took larger volumes not only from the United States, but also from other suppliers.

USDA Reorganizes; Merges GIPSA and AMS

Building upon the reorganization plan unveiled in May, Secretary of Agriculture Sonny Perdue on Thursday announced the realignment of a number of offices within the agency in order to improve customer service and maximize efficiency.

The actions involve innovation, consolidation and the rearrangement of certain offices into more logical organizational reporting structures, according to a USDA press release.

Of specific interest to TCFA, the Grain Inspection, Packers, and Stockyards Administration (GIPSA) will be merged into the Agricultural Marketing Service (AMS).

Currently, both GIPSA and AMS carry out grading activities and work to ensure fair trade practices, USDA said. Grain inspection activities will become a separate area within AMS, and the Packers and Stockyards Program will be merged into a new structure that is part of the Perishable Agricultural Commodities Act.

Additionally, USDA determined that the Codex Alimentarius program (U.S. Codex Office), currently housed in the Food Safety and Inspection Service, will be moved to the newly created Trade and Foreign Agricultural Affairs (TFAA) mission area. The U.S. Codex Office is an interagency partnership which engages stakeholders in the development of international governmental and non-governmental food standards. The focus of the Codex Office aligns better with the mission of TFAA, according to the press release.

To read the USDA press release and view a short video from Sec. Perdue, go to tinyurl.com/TCFA-GIPSA-AMS.

New Research Downgrades Colorectal Cancer Risk

The World Cancer Research Fund and the American Institute for Cancer Research issued their Continuous Update Project report for Colorectal Cancer, *Diet, nutrition, physical activity and colorectal cancer*. The report is an ongoing analysis of the global research on how diet, nutrition, physical activity and weight affect cancer risk and survival.

The new report recommends limiting red meat and avoiding processed meat; however, Dr. Shalene McNeill, executive director, nutrition research for the Beef Checkoff, says there is a growing body of evidence that shows the association between red meat and colorectal cancer risk is weak and weakening over time, and

this report actually highlights that.

"The report identified 13 studies on colorectal cancer incidence that compared high versus low intakes of red meat. None of the studies found statistically significant associations, meaning they can't rule out chance or confounding factors, such as total diet and lifestyle," McNeill said. "It is important to note that in categorizing colorectal cancer risk, the report downgraded the strength of the evidence on red meat from their 2010 report from 'convincing' to 'probable'."

McNeill went on to say the fact remains that a single food alone does not cause cancer, and reducing cancer risk requires lifestyle changes like eating a well-balanced diet, exercising and maintaining a healthy weight.

OBC Promotes Beef Outside of State with New Digital Marketing

In an interview with Ag Network Farm Director Ron Hays, *Oklahoma Farm Report*, Oklahoma Beef Council (OBC) Executive Director Heather Buckmaster discussed the use of checkoff dollars to promote U.S. beef beyond the state of Oklahoma through digital marketing.

"We recognize that Oklahoma has less than 1.2 percent of the U.S. population, and so we've worked for the last four years with other state beef councils, in helping to amplify our national digital advertising," Buckmaster told Hays. "One of the opportunities we have with the internet is that we're not bound by the border of Oklahoma. As we speak, we have digital marketing efforts in five states."

OBC's campaign targets some of the most populous states like California, Illinois, Florida and New York, and has pushed more than four million people to the "Beef It's What's For Dinner" website — 77 percent of them for the first time.

"What that tells me is that our advertising and how we're reaching out to them is working," she said. To listen to the complete interview, visit tinyurl.com/TCFA-Oklahoma-Beef-Council.

TCFA Convention: The Future of Beef Merchandising and Marketing

Insights on current and future trends in beef merchandising and marketing is what we will hear from Michael Uetz, managing principal at Midan Marketing, during the TCFA Annual Convention.

Uetz grew up on his family's ranch in North Dakota and spent time at NCBA before heading to Midan to oversee the company's market research team. His client list consists of the Beef Checkoff, Tyson, Kroger and the U.S. Meat Export Federation to name a few. His understanding of the complete meat channel combined with his market research expertise gives his meat industry clients a competitive edge. No doubt this will be an informative session you won't want to miss.



The TCFA Annual Convention will take place Oct. 8-10 in Amarillo. For more information and to see the entire speaker lineup visit, www.tcfa.org/news-events/convention/. Hotel reservations can be made online at tinyurl.com/tcfa-conv-embassysuites. **Your hotel reservations must be made by Sept. 24.** We look forward to seeing you in Amarillo!

Notice of Annual Meeting

TCFA's Annual Business Meeting will be held Tuesday, Oct. 10 during the TCFA Annual Convention Closing General Session. All members are encouraged to attend.

Historic TCFA Pictures Needed

As we prepare for this year's convention, we are asking any members with historic or unique TCFA photos to send them to TCFA.

Hard copies can be mailed to: TCFA, 5501 I-40 West, Amarillo, TX 79106, ATTN: Shannon, or emailed to shannon@tcfa.org.

TCFA on NCBA's Cattlemen to Cattlemen

NCBA's *Cattlemen to Cattlemen* will feature segments on TCFA's 50th anniversary. Be sure to watch the program set for Sept. 12 and 19 on RFD-TV.

WOTUS Comment Deadline Approaching

TCFA is urging all members to submit comments supporting the repeal of the Obama era 2015 Waters of the United States (WOTUS) rule. Comments are due Sept. 27 and can be submitted at tinyurl.com/TCFA-WOTUS-2017. An example comment letter for members to use is available tinyurl.com/2017-Example-WOTUS-Comments. For more information on WOTUS, contact Ben Weinheimer, TCFA vice president, or Josh Winegarner, TCFA director of government relations.

Update on Hurricane Harvey Efforts

TCFA is encouraging members who wish to give to the ongoing Hurricane Harvey relief efforts to donate to one of the following organizations:

Cattle Raisers Relief Fund

Donate online at www.tscra.org/relieffund/ or send checks to:

TSCRF

1600 Gendy Street

Fort Worth, TX 76107

Hurricane Harvey Relief Fund

Donate online at tinyurl.com/TFB-Relief-Harvey or send checks to:

Texas Farm Bureau Agriculture Research and Education Foundation

Hurricane Harvey Relief Fund

P.O. Box 2689

Waco, TX 76702-2689

Attn: Cyndi Gerik

Producers in the area that were affected should contact the AgriLife Animal Supply Point Hotline at (979) 845-7800. More information can be found at tinyurl.com/TAMU-Harvey. For updated information on animal shelters, holding facilities, carcass disposal and lost livestock, call the Texas Animal Health Commission Harvey Hotline at (512) 719-0799 or visit their website at www.tahc.state.tx.us/emergency/index.html.

Efforts to Improve Guestworker Program Underway in Congress

Rep. Bob Goodlatte (R-Va.), chairman of the House Judiciary Committee, plans to introduce the Agriculture Guestworker Act (AG Act) in order to create a workable agricultural guestworker program that works better for livestock producers.

In an editorial for *Farm Policy Facts*, Goodlatte says the AG Act will replace the H-2A program with a more efficient and flexible guestworker program — the H-2C — designed to meet the needs of the diverse agriculture community. The bill is set to allow workers to stay for longer periods of time as well as provide flexible touchback requirements. It will also offer workers and employers more choices in their employment arrangements.

"The agricultural community has waited far too long for a workable guestworker program and it's past time to enact a solution," Goodlatte said. "When not enough Americans can be found to fill jobs, the AG Act ensures that American farmers have access to a reliable workforce to fill positions needed to keep their farms afloat."

TCFA is currently reviewing the proposed bill. For questions, please email Josh Winegarner, TCFA director of government relations, at josh@tcfa.org. To read more from Goodlatte, visit tinyurl.com/TCFA-Goodlatte.

TAKE ACTION: NCBA Seeking Testimonials

Tax reform legislation is being addressed by Congress, and NCBA needs testimonials from the farm and ranch community on the effect that the current tax law has on business management, business investment, long-term planning, farm employment and farm succession.

Testimonials on tax code changes should be emailed by Sept. 8 to taxstories@beef.org. For questions, contact Danielle Beck at (202) 347-0228.

New York Times: Modern-Day Rescue Efforts for Stranded Cattle During Hurricane

The *New York Times* published an article about the extreme efforts beef producers took to ensure cattle safety during Hurricane Harvey.

The article follows Ryan Ashcraft, a 22-year-old southeast Texas rancher, as he flies via helicopter to herd cattle from flooded areas to higher ground. You can read the story in its entirety at tinyurl.com/TCFA-NYTimes.

CWD Sample Collector Trainings in the Panhandle

The Texas Parks and Wildlife Department, Texas Animal Health Commission and Texas A&M AgriLife Extension Service will host chronic wasting disease postmortem sample collector trainings in the Panhandle and Trans-Pecos. Classes will be held on Sept. 26 from 9 a.m. to noon at the AgriLife Extension Building in Amarillo, and again on Nov. 18 from 9 a.m. to noon at the Van Horn Convention Center in Van Horn.

For more information or to register, contact Laura Leal at (512) 650-0475 or laura.leal@tahc.texas.gov.

New Jobs Posted on TCFA Website

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. If you have any additional questions, please contact Carmen Fenton at carmen@tcfa.org.

Sponsor Spotlight

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

This week's spotlight shines on



Zoetis (formerly Pfizer Animal Health) is a world leader in the discovery, development and manufacture of vaccines and medicines for companion animals and livestock species. The Zoetis portfolio encompasses a full range of products including: DRAXXIN® (tulathromycin) Injectable Solution, Bovi-Shield GOLD®, INFORCE™ 3 Respiratory Vaccine, DECTOMAX®, EXCEDE® (ceftiofur crystalline free acid) Sterile Suspension, MGA®, SYNOVEX®, E. Coli Bacterial Extract vaccine with SRP® technology, and the feed additives Aureomycin®, Aureo S 700®, Bovatec®, Deccox®, and others. For more information about how Zoetis works to ensure a safe, sustainable global food supply from healthy livestock, visit www.Zoetis.com.

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