



TEXAS CATTLE FEEDERS ASSOCIATION NEWSLETTER

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Attention Oklahoma Cattlemen: Vote YES on the Oklahoma Checkoff

TCFA is encouraging all members who are eligible to vote for the Oklahoma Beef Checkoff to **request a mail ballot before Oct. 20** by phone at (405) 235-4391 or email okbeefcheckoff@gmail.com. Anyone with cattle in Oklahoma can vote, regardless of where you live.

Completed mail-in ballots must be returned to the committee with a postmark no later than Oct. 27, 2017. Voting in person will take place Nov. 1 at all Oklahoma County Extension offices. Eligible producers may vote at any extension office, regardless of where their cattle are located or where they live. For more information, visit www.oklahomabeefcheckoff.com.

The \$1 assessment is in addition to the U.S. Beef Checkoff program, and, if approved, will be managed by Oklahoma cattlemen and women to promote, market and educate consumers about Oklahoma beef.

Oklahoma would follow Texas and 14 other states who have already adopted a state program. The Oklahoma Beef Council will serve as the management entity of the state-level checkoff program. TCFA, the Oklahoma Cattlemen's Association, the Oklahoma Farm Bureau are among several of the groups that support the \$1 per head assessment.



Call 405.235.4391 or email okbeefcheckoff@gmail.com to request a
MAIL-IN BALLOT
before Oct. 20, 2017

Vote in person on
NOV. 1, 2017
at County Extension Offices



2017 TCFA Convention: New TCFA Officers and Board Members

Jason Peeler of Floresville will serve as chairman of the board; Levi Berry of Happy as chairman-elect; and Paul Defoor of Amarillo as vice chairman.

Members elected to one-year terms on the board of directors are William Bransgrove, Hereford; Ben Fort, Dimmitt; Tyler Keeling, Amarillo; Jason Peeler, Floresville; and Kynan Sturgess, Hereford.

Members elected for two-year terms are Cee Arnett, Farwell; Levi Berry, Happy; Michael Bezner, Dalhart; Joe Richards, Hereford; Brad Stout, Amarillo; and Dwayne Thompson, Dumas

Members elected to three-year terms are Scott Anderson, Guymon, Okla.; Paul Defoor, Amarillo; Robby Kirkland, Vega; Gene Lowrey, Dalhart; Steve Olson, Hereford; and Jim Simpson, Canyon.

Beef Checkoff Launches New "Beef. It's What's For Dinner" Campaign

The Beef Checkoff has relaunched its 25-year old marketing campaign, "Beef. It's What's for Dinner."

"Twenty-five years after establishing one of the nation's most iconic food brands, America's beef farmers and ranchers are leveraging the strong equity of *Beef. It's What's For Dinner.* to reintroduce the brand to a new generation of consumers," according to a statement.

As the checkoff is re-introducing consumers to beef during the 25th anniversary of the brand, they are also introducing them to the real ranchers and farmers and their real stories about how they produce beef in a supporting campaign titled *Rethink the Ranch*. Notably this is the first time that *BeefItsWhatsForDinner.com* will promote both the product and the people who produce that product.

To learn more about the relaunched campaign, visit BeefItsWhatsForDinner.com.

TAKE ACTION: Join TCFA and Snack Pak 4 Kids to Bring Beef to Hungry Kids

A new Snack Pak 4 Kids (SP4K) program designed to provide more beef for hungry children in the Panhandle was launched at the 2017 TCFA Convention. The program, SP4K Buy One Give One (BOGO) Beef Stik, will allow consumers to purchase Snack Pak Beef Sticks online from Clint & Sons Processing at <https://www.clintandsons.com>. Every stick that is purchased provides an additional stick for a child in need.

"Surveys show that the beef stick is the most popular item in the snack packs," said Dyron Howell, founder of SP4K. "Each snack pack bag contains 51g of protein — including the beef stick. Currently, the program provides 2.5 pounds of beef to each student over the school year. We will be able to double that amount with money generated by the BOGO Beef Stik program. This is a protein source that these children wouldn't have access to otherwise."

The SP4K Beef Stik is made of 100 percent chuck roast and brisket, making it the highest quality beef stick on the market. SP4K is a weekend backpack program that began in September 2010. Dyron Howell and his wife, Kelly, started the program in their kitchen serving just 10 kids at one elementary school. The program has grown to more than 7,000 elementary, middle and high school students in 42 districts throughout the Panhandle. Beef Sticks will be available for purchase at retail locations in the near future.

The program is part of an industry-wide initiative to provide more protein to area kids who are susceptible to hunger. Participating groups and organizations include Cactus Feeders, Cargill, Caviness Beef Packers, Clint & Sons Processors, Elanco, Friona Industries, Hi-Pro Feeds, Legacy Farms, Nutra Blend, Micro Technologies, Snack Pak 4 Kids, Southwest Dairy Farmers and Texas Cattle Feeders Association.

For more information about Snack Pak 4 Kids Beef Stik go to: <http://www.sp4k.org/beef-stik>.

2017 TCFA Annual Convention – TCFA Chairman's Address

TCFA Chairman Jim Lovell addressed fellow cattlemen this week in Amarillo at the 50th Anniversary TCFA Annual Convention.

Lovell opened by sharing his appreciation for the opportunity to serve as chairman and to play a part in the history of the association. He took time to thank those who served as chairmen before him, "To those in the room who paved the way for the rest of us, thank you," he said. "Thank you for your clear vision, your dedication to that vision, and the courage to see it through."

Lovell recapped the last 50 years of TCFA noting that cattle feeding in the three-state area of Texas, Oklahoma and New Mexico had grown exponentially, from 590,000 to approximately 6 million in just fifty years. He talked about faith, family and friendship, and how those three principles are still very much a part of the association's core today.

Lovell reflected on the past challenges that each chair faced individually during their tenure noting that TCFA leaders have always met challenges head on, "They were willing to put in countless hours, attend endless meetings, analyze difficult solutions, whatever it took. They seized the day," he said.

Lovell addressed the current challenges facing the industry and what TCFA is doing about them, many of them in partnership with NCBA. The association is directly engaging with state and federal legislators and



regulators on trade, EPA regulations, GIPSA, the Farm Bill, the need for more rural veterinarians and increased funding for the Texas Animal Health Commission.

He highlighted the effectiveness the association has had over the past 50 years and said that we must continue to communicate and educate about the cattle feeding industry and beef production to a new generation of consumers.

He discussed the industry's commitment to sustainability and the work the association has done through its youth programs and with local charity programs.

"When TCFA sees a need, we don't wait for the government or someone else to fill it. We rise to the challenge, pitch in and take care of it," he said.

Lovell left attendees with a charge to continue fighting for the industry. "I imagine the fight will continue well into the future," he said. "But the fortitude of the men and women that make up TCFA is what has seen us grow and thrive for the past 50 years. And that fortitude is what will propel us forward for the next 50. We will seize the day. Today, and for all the days to follow."

Watch next week's *Newsletter* for complete Convention coverage. To view photos from Convention, visit <http://tinyurl.com/TCFAConv2017-Photos>.

How Animal ID Helps Increase Management Reach

Joe Leathers, general manager of the 6666 Ranch, says that the amount of data he could enter and then retrieve with one swipe of a tag reader is unlimited.

Speaking to the crowd at the Strategy Forum on Livestock Traceability, Leathers said that there will be a premium from electronically identifying calves because the amount of data you can put on it can help with herd management and improve the quality of cattle.

Leathers said in order to make Animal ID work, you have to find producers who think beyond their own fences to first try it.

"Individuals willing to think about somebody besides themselves and their own world of concern," he said. "Then have those battle-tested producers introduce the program to the rest of the industry."

Read the full story from Burt Rutherford at *Beefmagazine.com* at beefmagazine.com.

Japan Set to Propose Revisions to Tariff Triggers on Frozen U.S. Beef

Japan will propose changes to its safeguard mechanism on frozen U.S. beef imports that will shorten review periods and allow importers to voluntarily lower import volumes to prevent tariffs from automatically kicking in, according to [Reuters](#).

The proposal will be made during the second round of the U.S.-Japan economic dialogue in Washington next week. Sources say it is uncertain if the U.S. side will go along, but that if the proposal is successful, it could ease trade friction between the U.S. and Japan.

Japan hiked tariffs beginning Aug. 1 from 38.5 to 50 percent on imports of frozen beef from countries including the U.S. as a "safeguard" following President Trump's withdrawal from the Trans-Pacific Partnership trade deal earlier this year.

The news comes the same week that the House Ways and Means Subcommittee on Trade held a hearing on trade relations in the fast-growing Asia-Pacific region.

NCBA member Kelley Sullivan of Texas testified at the hearing.

"We need to aggressively pursue a bilateral agreement with our number one trading partner, Japan, right now," she said in response to a question from Rep. Adam Smith (R-Neb.).

House Agriculture Committee Discusses Future of Commodity Market Regulator

In a public hearing Wednesday, the House Agriculture Committee discussed the upcoming agenda for the Commodity Futures Trading Commission (CFTC) with J. Christopher Giancarlo, CFTC chair. Rep. Mike Conaway (R-Texas) expressed support for Mr. Giancarlo's modernization efforts and praised his vision of transforming the CFTC into a "21st century regulator."

TCFA and NCBA continue to work closely with the CFTC and stakeholders like the Chicago Mercantile Exchange (CME) to ensure that cattle markets remain a viable risk management tool for producers.

Giancarlo stated that he wants to bring CFTC rules and procedures into the "digital era." To view the full video of the hearing, visit <https://www.youtube.com/watch?v=8vKqN1Nc3Nc>.

NCBA Convention Registration Now Open

Registration for the 2018 Cattle Industry Convention and NCBA Trade Show is open. This year's convention will be held in Phoenix, Ariz., Jan. 31-Feb. 2. You can register at convention.beefusa.org/.

The annual Cattle Industry Convention provides an opportunity for members of the NCBA, Cattlemen's Beef Board, CattleFax, the American National CattleWoman and the National Cattlemen's Foundation to meet and

set policy for the year ahead. The NCBA trade show includes more than 300 exhibitors on more than six acres of floor space and a newly expanded outdoor exhibit space.

All 2018 convention registrants who book before Jan. 5, 2018, receive an early-bird discount. This year's participants are also eligible for travel discounts from Southwest Airlines to and from the conference. Enterprise and National are the official rental car partners of the Cattle Industry Convention and NCBA Trade Show, providing this year's participants with a 5 percent discount off rental car rates by utilizing the contract ID/Promo Code "L12GF94."

For additional information about the 2018 Cattle Industry Convention and NCBA Trade Show, or to register, please visit convention.beefusa.org/.

USDA Boosts Corn Production Report

The latest USDA World Agricultural Supply and Demand (WASDE) estimates that corn production for 2017-2018 will be larger. Corn production is forecast at 14.28 billion bushels, up 96 million from the prior month. The outlook represents a 6 percent decrease from last year but, if realized, will be the second highest yield and production on record for the U.S.

Corn supplies are higher, and projected feed and residual use is increased 25 million bushels. With supply and use changes essentially offsetting, corn ending stocks are up just 5 million bushels from last month. The projected range for the season-average corn price received by producers is unchanged at \$2.80 to \$3.60 per bushel.

Meanwhile the forecast for 2017 total red meat and poultry production is raised from last month as higher broiler and turkey production more than offset fractionally lower beef and pork production. Beef production is reduced from the previous month largely due to lower expected fourth-quarter carcass weights. Cattle price forecasts remain unchanged for 2017 and 2018. To read the full October report, visit

<https://www.usda.gov/oce/commodity/wasde/latest.pdf>.

Sponsor Spotlight

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

This week's spotlight shines on:



Capital Farm Credit is a member-owned cooperative, providing financing to cattle feeders, feedyards, agribusinesses, farm operators, rural landowners and homeowners throughout Texas. They embrace their cooperative structure and their commitment to return profits to their members. Through their patronage program, they return nearly 100 percent of their net earnings back to their members in the form of cash and allocated equities – a distinct benefit of doing business with them. Providing agricultural loans has been their specialty for 100 years. With nearly 70 office locations throughout Texas, their professional lending staff can tailor a loan package to fit your needs. Go to www.CapitalFarmCredit.com, or contact Scot Vidrine at (512) 920-6058 or Casey Cook at (806) 676-9685 for your all of your agribusiness financing needs.

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Texas Cattle Feeders Association

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