



TEXAS CATTLE FEEDERS ASSOCIATION

NEWSLETTER

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Congress Close to Tax Deal

Members of the Conference Committee have agreed upon a final tax bill, clearing the way for a floor vote to happen in the House and Senate as early as next week. The final text of the bill was not publicly available at the time of press. TCFA will review the text of the bill once it becomes available and provide updates.

Group Calls on More Companies to Stop Buying Meat Raised with Medically Important Antibiotics

An investor coalition that presses for corporate responsibility is calling on U.S. food companies — McDonald's Corp., Denny's Corp. and Sanderson Farms Inc. — to stop buying or producing meat raised with medically important antibiotics, according to a *Reuters* report.

The Interfaith Center on Corporate Responsibility (ICCR) filed shareholder resolutions at each of the companies, ICCR said in a statement Thursday. The resolutions will be voted on by all shareholders at the companies' upcoming annual meetings. The group has had previous success in convincing most U.S. chicken producers to stop using medically important antibiotics, according to the report.

Last year, McDonald's shifted to chicken raised without medically important antibiotics. The latest shareholder resolution, sponsored by the Congregation of Benedictine Sisters of Boerne, Texas, calls on McDonald's to adopt similar sourcing policy for beef or pork — which would move the company closer to policies adopted by Chipotle and Panera Bread.

To read the full article from *Reuters*, visit tinyurl.com/ICCR-Antibiotic. To read the release from ICCR, visit tinyurl.com/ICCR-Release.

OCM/HSUS Seek to Reinstate GIPSA Anti-Competition Rule

The Organization for Competitive Markets (OCM), which is backed by the Humane Society of the United States (HSUS), has filed suit against USDA for withdrawing the Farmer Fair Practice Rule after the agency announced in October it would withdraw the final rule.

The lawsuit seeks to reinstate the rules, but TCFA, NCBA and other groups say that, if the anti-competition rules had been implemented, they would have had a negative impact on the entire beef industry.

The rules would have encouraged frivolous lawsuits based on accusation of harm rather than economic evidence, and would have required buyers to justify all transactional price difference to disprove undue preference or advantage. They would have taken the beef industry back 30 years. TCFA filed comments in June opposing the rule before it was ultimately withdrawn. To read those comments, visit tinyurl.com/TCFA-GIPSA-2017.

OK Beef Council Files Suit Against Auditing Firm

The Oklahoma Beef Council (OBC) filed a lawsuit this week against accounting firm Arledge & Associates, P.C. relating to the embezzlement of OBC funds by a former employee, Melissa Morton. OBC's management discovered the embezzlement in July 2016. Morton pled guilty in May 2017. Her sentencing date is set for Dec. 28.

The lawsuit alleges that Arledge was the accounting firm engaged to perform audits of OBC for fiscal years 2012-2015, and each year, the firm issued clean opinions that the financial statements presented fairly, in all material respects, the financial position of OBC. The suit also alleges that, after an investigation, it became clear that the firm's audit opinions were incorrect and misleading; the firm had failed to reasonably and properly perform a risk assessment of OBC; that Arledge employed inadequate and flawed audit planning and testing procedures; and they failed to perform the audits in accordance with reasonable and applicable auditing standards. The lawsuit seeks to recover all damages caused by Arledge's conduct.

"We made this decision after an exhaustive review process with legal and accounting experts, and we have full confidence that we have made the right decision in filing this lawsuit," Angie Meyer, OBC chairman, said.

"The Oklahoma Beef Council's mission throughout this process remains to seek maximum recovery and justice for the farmers and ranchers it represents."

Heather Buckmaster, executive director of OBC, says this experience has made OBC stronger.

"We have taken what we have learned from this situation to create a stronger organization," she said. "It's important to note that despite this tumultuous and exhaustive process, the work of the Beef Checkoff to strengthen and protect beef demand continues to move forward in Oklahoma."

TCFA Member Ryan Moorhouse to Lead Texas Beef Council as Chairman

Ryan Moorhouse of Hartley has been elected to serve as chairman of the Texas Beef Council (TBC) board representing TCFA. Moorhouse is the general manager of Hartley Feeders, a JBS Five Rivers location. He currently serves on the TCFA Industry Relations Committee.

"I'm encouraged and excited to serve this organization in my role as chairman," Moorhouse said. "I'm confident in the board's vision and strategic plan for fiscal year 2018. Beef producers across the Lone Star State should know their state and national beef checkoff programs are working hard to help build demand and ultimately help them be profitable."

Joining Moorhouse on the executive committee are Steven Lastovica, at-large member; Austin Brown III, representing Texas and Southwestern Cattle Raisers; Michael White, representing Texas Farm Bureau; and outgoing chair Jason Beyer, representing the packers.

The TBC board consists entirely of beef producers providing representation of the state through organization affiliation.

Brad Hastings will also serve on the TBC and Beef Promotion Research Council of Texas (BPRCT) board representing TCFA. Hastings is the co-chief executive officer of Cactus Feeders. He serves on the domestic marketing committee of TBC, the committee responsible for approving and evaluating checkoff-funded programs in the areas of retail and foodservice outreach, consumer marketing, media relations, and nutrition and health outreach.

Brandi Richards was also named to the TBC and BPRCT board of directors representing TCFA. Richards and her family own and operate Diamond Cattle Feeders and also raise commercial cattle. She is also the senior sales representative for Boehringer Ingelheim.

Richards serves on the beef resources committee, the committee that approves and evaluates checkoff-funded beef quality assurance programs, producer communications, issues and reputation management, research projects, and export programs conducted in partnership with the U.S. Meat Export Federation.



Cattle Feeders Give Back: End of the Year Donation Opportunities

As you wrap up your year-end giving, TCFA would like to encourage you to consider making a monetary donation to either the High Plains Food Bank or Snack Pak 4 Kids. Both organizations are ramping up their efforts to provide beef to hungry people in the Amarillo and surrounding areas.

The High Plains Food Bank (HPFB) serves approximately 90,000 people in the area with food. TCFA members have generously agreed to help the organization raise 100,000 pounds of ground beef, which in turn, will provide approximately one pound of ground beef to each family for a year. We cannot do this without your help. You can make a donation to the food bank on our website at tinyurl.com/HPFB-TCFA. Every dollar collected by area feedyards goes into a beef fund that is used exclusively for beef. You can also donate cattle directly to the HPFB. Contact Vince Bermudez at (806)350-1444 for information on donating live animals.

TCFA also partners with Snack Pak 4 Kids to ensure that beef is provided in weekend snack packs for children at risk of hunger in the Texas Panhandle. The program serves approximately 7,000 students in many school districts across the Texas Panhandle and South Plains with a franchise in San Antonio. You can make a monetary donation to the beef fund at Snack Pak 4 Kids on the TCFA website at tinyurl.com/SP4K-TCFA, or donate live cattle by calling Snack Pak at (806) 337-5252.

For questions, contact Carmen Fenton, TCFA communications director, at carmen@tcfa.org or (806) 358-3681. Thank you for your continued support of these great programs.

Former TX Deputy Land Commissioner Appointed to EPA Administrator

Anne Idsal has been appointed as regional administrator for Region 6 of the Environmental Protection Agency (EPA). Idsal will join the agency Dec. 18. As the Region 6 administrator, she will oversee environmental issues in Texas, Arkansas, Louisiana, New Mexico and Oklahoma, including recovery efforts following Hurricane Harvey.

Idsal has served as the chief clerk and deputy land commissioner for the Texas General Land Office (GLO) overseeing budget and spending of the agency which manages 13 million acres of public land and the oil and gas rights underneath. She also served as general counsel at the Texas Commission on Environmental Quality.

"Anne is an accomplished lawyer and civil servant who will make an immediate impact in providing positive environmental and health outcomes as a regional administrator," said Pruitt. "She has spent her career working to shape environmental land policy for the Lone Star State, and her experience in the region makes her exceptionally qualified to provide administrative leadership for Region 6."

House Ag Committee Launches Farm Bill Landing Page

House Agriculture Committee Chairman Mike Conaway (R-Midland) announced the launch of a new online resource to provide updates and information related to the 2018 Farm Bill.

"I'm committed to completing a farm bill on time," Conaway said in a statement. "We've spent the past three years preparing — holding 113 hearings and six listening sessions around the country. We recognize what's at stake. We're working on getting the policy right and will use this site as a resource as we advance the next farm bill."

The new page can be accessed through the committee's current website, agriculture.house.gov/farmbill.

In Case You Didn't Know, THIS is How You Make the Best Christmas Roast

Beef. It's What's for Dinner recently partnered with *Food52*, a popular food blog, and award-winning author and meat expert, Molly Stevens, to talk about the best ways to prepare the beloved Christmas roast.

Stevens, whose books *All About Roasting* and *All About Braising* have received high praise, says that while the stature and expense of standing rib roast can make people nervous, there's nothing overly complex about roasting this magnificent piece of beef as long as you follow these helpful tips.

1. Buy the right roast: Take note the size of the crowd you are serving and purchase accordingly.
2. Choose the right oven temperature: Sear the surface then lower the temperature to achieve perfection.
3. Get a good sear: Brown the exterior the right way.
4. Use a meat thermometer: The single most important tool when roasting.
5. Let that roast rest: Don't skip this part.

Read Stevens full article at tinyurl.com/RibRoastPerfection and follow *Beef. It's What's for Dinner* for the best holiday beef recipes at tinyurl.com/Christmas-Beef-Recipes.



Beef. It's What's for Dinner to Roll Out Holiday Ads Through January

Beef. It's What's for Dinner is giving consumers the tips and recipes they need to make beef the star of those big family meals, all while rolling out the next phase of the iconic brand's re-launch.

"Beef is the one thing that won't be debated this holiday season," said Alisa Harrison, senior vice president, Global Marketing and Research at the National Cattlemen's Beef Association, a contractor to the beef checkoff. "Our research shows the most important characteristic when choosing whether to have beef is taste, and 92 percent of consumers say that beef is great tasting. So, as part of our continued relaunch of the *Beef. It's What's for Dinner* brand, we are highlighting beef's taste advantage through a series of digital ads and content partnerships offering tips on how to make mouthwatering meals and dishes that are sure to please everyone."

Through January, a series of new creative digital advertisements will run on [Facebook](#), [Instagram](#), and through paid advertising, utilizing the slogan, "Nicely done, beef." The new advertising is meant to appeal to a younger generation by being edgier and showcasing delicious beef images, while accompanying verbiage suggests ways beef can bring people back to the dinner table. The release of the ads follows the successful first phase of the *Beef. It's What's for Dinner* brand relaunch. Phase one, "Rethink the Ranch," tells the stories of the hard-working farmers and ranchers who produce U.S. beef.

Event Information

Registration for the **NCBA Convention** is open. This year's convention will be held in Phoenix, Ariz., Jan. 31-Feb. 2. You can register at convention.beefusa.org. 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 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.

Registration is also open for the **Texas A&M AgriLife Extension Service Southwest Beef Symposium** scheduled to take place Jan. 17-18, 2018, in Odessa, Texas. The symposium is an educational forum tailored for beef producers in the Southwest. Registration and program information can be found by visiting tinyurl.com/2018-BeefSymposium.