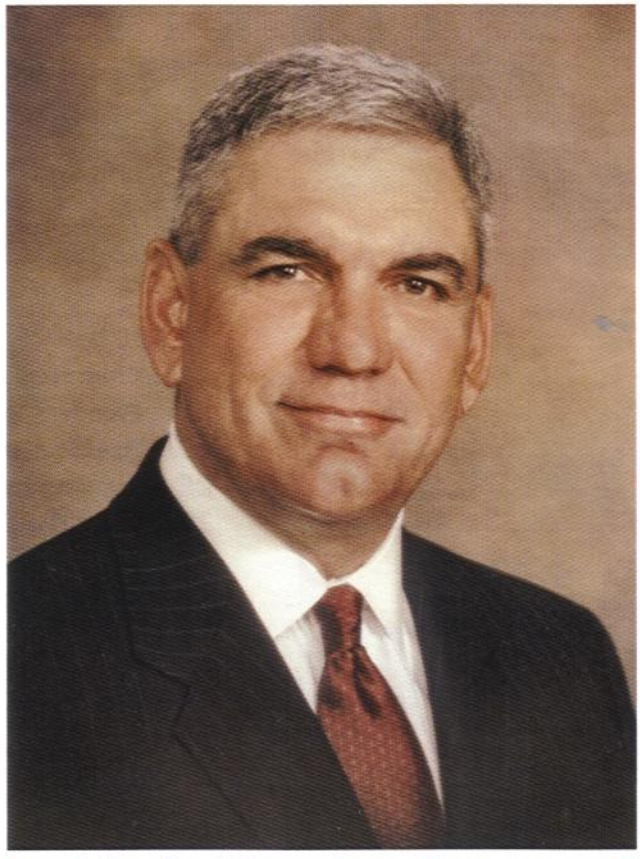
CHAIRMAN'S MESSAGE



The cattle business is changing. But then again, it always has been.

When my dad first started feeding cattle, we would buy a heifer weighing 400 lbs. and sell her at 850. Now, I put them on feed weighing 850. Back then, cattle gained 2.5 lbs. a day. Now, they gain 3.5.

We've gotten smarter. We've gotten better. We've learned to use technology, information and TCFA to continue to be competitive.

But there's one part of this business that hasn't changed. Cattle feeding has been, and always will be, a business built on relationships.

What's ahead for the business? That's hard to say, but I suspect we'll need to pay even more attention to the consumer and raise a product the packers and the consumers will want. That likely means more alliances or other types of integrated marketing opportunities, a greater need to know more about what the cattle will bring as a finished product.

In short, more relationships.

Your Association, just as it always has, will be there to help you and me foster and renew those relationships. I have attended nearly every TCFA convention since the Association was formed, and I have seen first-hand how valuable those relationships are in this business.

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That doesn't mean we're always going to agree on how to solve the issues that confront us. Far from it. But it does mean that we need a way and a place to come together, to discuss those issues and use the collective wisdom and experience of our members to develop sound, rational, well-thought-out policy that will not just address the issue at hand, but will stand the test of time and changing circumstance.

TCFA is that place. And for it to work, we need you. We need everyone on our team, giving us ideas and input, suggestions and feedback.

I get lots of opportunities to talk to people as I travel Cattle Feeding Country and I know there are a lot of cattlemen who care passionately about this business. Sure, it's a pocketbook issue, because what happens in countries on the other side of the globe has a direct affect on how much money you and I make. But it's deeper than that. I suspect you, like me, care passionately about this business because you want it to be better for your children and grandchildren than it was for you.

I am proud and humbled to be your Chairman this year. You, as well as my granddaughter, have my commitment that TCFA will continue to be a place where ideas can be discussed and debated, and policy that looks at the long term best interest of cattle feeding will be the appropriate course of action.

Charlie D. Sellers

CHARLIE SELLERS
2005 CHAIRMAN