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For more than 40 years, TCFA has been doing an excellent job making sure our message is delivered to the people who make important decisions about our industry and the product we produce. Lawmakers in Washington, D.C. and in Austin have deep respect for TCFA's longstanding reputation as an association that makes its case in straightforward, honest terms—not political double-talk. Regulators appreciate the fact that TCFA approaches them with sound science, not hardball tactics. And TCFA's efforts in promoting proper animal handling help ensure that beef remains a safe, nutritious product that consumers want to put on their dinner tables.

TCFA continues to provide its members with consistent high quality service. I can assure you that TCFA is working 24/7 for your interests in all the areas that are of concern to our industry. The strong foresight of the leadership and staff enable TCFA to stay ahead of the curve and respond to issues quickly.

I am both honored and humbled by the opportunity to serve as the TCFA Chairman for 2008. This is an association that has meant a lot to me throughout my entire adult life. I was a young college man when my father, one of the founders of TCFA, helped establish the organization in 1967. Maintaining what my father built in the cattle feeding business has always been important to me, and I feel just as strongly about keeping TCFA the strong organization it has always been. With your help, I know that TCFA will remain successful for many years to come.

A handwritten signature in blue ink that reads "Walter E. Lasley". The signature is fluid and cursive, written in a professional style.

Walter E. Lasley
Chairman

Chairman's Message

There's an old saying that nothing worth doing is easy. I believe that's true in life in general and most certainly in the cattle business. Cattle feeders have never had it easy. And we're not about to have it easy any time soon. But I've lived my whole life in the cattle business, and I won't give it up for anything. The opportunity to conquer so many obstacles helps make it so rewarding.

What's the biggest challenge facing us today? It is hard to pick just one. The recent breakthrough with South Korea was an important victory, but we're still fighting our way toward regaining export markets for U.S. beef, particularly in getting a full reopening in Japan and increasing shipments to China. The government's energy policy is continuing to cause us hardships with feed grain prices. Skilled workers are increasingly hard to find. And animal rights activists have put a target on our backs.

There are a lot of things we have to overcome. It'll be tough, but, as always, cattlemen will find a way to succeed. And a good reason I am so confident is because we have a very strong ally on our side: Texas Cattle Feeders Association.