



TEXAS CATTLE FEEDERS ASSOCIATION

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TCFA Leadership Was In Laredo This Week for a meeting to discuss Texas border import pen issues. TCFA Vice Chairman Jim Peters, CEO Ross Wilson and Government Relations Director Josh Winegarner joined representatives from TSCRA and Texas Farm Bureau to meet with APHIS, TAHC veterinarians, and cattle producers and government veterinarians from Mexico.

Due to violence in Progreso and Nuevo Laredo, USDA veterinarians are not allowed to inspect cattle in Mexico. Therefore, APHIS has instituted a three-phase plan to address the situation.

Under Phase I, which is expected to last several weeks, Mexican cattle are visually pre-inspected by Mexican department of agriculture officials (SAGARPA) at the existing export pens at Reynosa and Nuevo Laredo. The cattle are then transported on sealed, escorted trucks to the pens in Pharr and Laredo where APHIS veterinarians conduct the inspection. Rejected cattle are transported by a sealed, escorted truck back to the Mexican pens.

Phase II will establish more long-term (one to two year) locations which are larger and fully meet inspection protocol. Phase III calls for APHIS, TAHC, SAGARPA and industry organizations on both sides of the border to identify locations for the construction of permanent pens on the border that will be more immune to disruptions from many factors.

In this week's meeting, Texas producer groups urged APHIS veterinarians to implement Phase II as soon as possible to identify larger pens in Texas to maintain cattle flows and to identify locations in Mexico for permanent pens that are better insulated from border violence. Mexican cattlemen are in agreement with the proposal. The group also toured potential Phase II pens near Laredo and the Coahuila Cattlemen's Association export pens south of Piedras Negras and south of Ciudad Acuna. Discussions will continue over the next several weeks.

Ground Beef From Grain-Fed Cattle Is Actually Healthier Than The Grass-Fed Variety, according to a Texas AgriLife Research study funded by NCBA. The research effort led by Dr. Stephen Smith, an AgriLife Research meat scientist, found that high monounsaturated fat ground beef from grain-fed cattle had beneficial impacts on HDL and LDL cholesterol and on insulin, which suggests that ground beef produced by intensive production practices provides "a healthful, high-quality source of protein." Meanwhile, the researchers found that, contrary to popular perception, ground beef from pasture-fed cattle had no beneficial effects on plasma lipids.

"We wanted to see from this study if product from pasture-fed and corn-fed cattle had different effects on LDL or HDL cholesterol," Smith said. "We looked at the scientific literature and could not find any justifications for the statement that pasture-fed beef is better for you. All we found were rat studies in which they were fed omega-3 fatty acids, so we wanted to know if this applied to beef from grass-fed cattle."

The study used Angus cattle raised at the McGregor AgriLife Research Center. One group of cattle was fed a pasture diet with supplement hay. The steers were kept on pasture until 20 months of age. A second group of Angus steers was fed the same way a feedyard operator would and kept on a corn-based diet until 16 months of age, then reaching USDA Choice status. A third group of Angus steers was fed the corn-based diet the longest, until reaching USDA Prime. The fat in cattle that are high in marbling is low in saturated and trans-fats and higher in monounsaturated fats.

Beef cuts from the plate and flank taken from all three grades were made into a ground beef product, containing 24 percent fat. Next, a group of 27 men completed a three-way crossover study. Each group rotated, consuming five 114-gram ground beef patties per week for six weeks from each of the three sets of cattle used in the study.

"There really were no negative effects of feeding ground beef from the pasture-fed cattle," Smith said. "We did see many positive effects in men that consumed ground beef from corn-fed cattle. The ground beef from the USDA Prime cattle increased HDL cholesterol and LDL particle diameter. Both effects are protective

against cardiovascular disease. The Prime ground beef also decreased insulin, so it may have some protective effect against type II diabetes."

Smith said the study results surprised many. "As we talked to some user groups and told them that we had found pasture-fed beef is higher in saturated trans-fat, they were shocked." Smith presented the findings to the National Cattlemen's Beef Association last year and is now sharing among consumers and producers.

Early on, Smith said he did receive some negative feedback from ranchers in the grass-fed beef business, but he isn't telling them that what they are doing is wrong. "I know that cattle are adapted to growing on high-roughage, pasture diets, but my focus is the beef product," he said. "A lot of producers are receptive. What I'm trying to show them is that the longer cattle are fed a corn or grain-based diet, the healthier the product will be."

"I realize cost is involved. Feeding corn is expensive. But if you want a healthier product, you need more marbling. Time on feed is a big factor."

The study team included Dr. Rosemary Walzem, AgriLife Research poultry scientist, and Dr. Stephen Crouse, researcher from Texas A&M University's health and kinesiology department.

Researchers Believe They Have Determined How Deadly E. Coli Bacteria Sense The Cattle

Gastrointestinal Tract. The research focused on *E. coli* O157:H7. In the *Proceedings of the National Academies of Sciences*, the scientists say *E. coli* bacteria ingested by cattle passes through an animal's digestive tract before attaching and colonizing in the rectoanal junction mucosa. To succeed, the *E. coli* must express or turn on different genes in different conditions such as outside of the animal, in the rumen, or at the end of the GI tract. This publication shows, for the first time, how *E. coli* O157:H7 uses chemical signaling to sense its environment and turn on different genes when it is in cattle, the University of Idaho's Carolyn Hovde Bohach said in a news release. Disrupting that signal may prevent the deadly *E. coli* from taking up residence in cattle.

For more on the research, go to <http://www.uidaho.edu/newsevents/item?name=research-suggests-strategy-to-prevent-deadly-e-coli-in-cattle>.

Whatever Progress That Was Being Made With Japan On Beef Trade Is Now On Hold. The Japanese wire service, *Jiji Press*, reported that U.S. and Japanese officials postponed beef trade discussions because Japan wants to focus on resolving its own FMD problem. Another complication: the resignation of Japanese Prime Minister Yukio Hatoyama, which was apparently prompted by discontent over the continued presence of a U.S. military base on Okinawa.

Meanwhile, The U.S. Senate Is Backing U.S. Beef By Urging Other Countries To Eliminate Unfair Trade Barriers. In a resolution that was unanimously adopted by the Senate, the countries specifically asked to begin following international beef trade guidelines are China, Japan, South Korea, Hong Kong, Taiwan, Mexico and Vietnam.

The resolution was introduced by Senators Blanche Lincoln (D-Ark.), Mike Johanns (R-Neb.) and Max Baucus (D-Mont.).

"The unanimous support this resolution received in the Senate sends a strong signal to the rest of the world that we will continue to fight to ensure our producers can compete on a level playing field. Beef producers across the country are losing billions of dollars due in large part to unfair trade barriers in our export markets. This resolution calls on other countries to play by the same rules as we do and is an important step in the fight to open these markets to U.S. beef," Lincoln said.

To read the resolution, go to <http://finance.senate.gov/legislation/details/?id=8668efb7-5056-a032-52be-9e61b1b095bf>.

The U.S. Senate Ag Committee Will Begin Hearings This Month On The Reauthorization Of The 2008 Farm Bill. Committee Chair Blanche Lincoln (D-Ark) announced the first hearing will be June 30 and will focus on maintaining a strong U.S. farm policy.

"The Farm Bill is one of the most important pieces of legislation Congress considers on behalf of rural America and our nation's farmers and ranchers," said Lincoln. "As we look toward the upcoming farm bill, I will use these hearings to gather feedback on how the current bill is working and lay the ground work for the future of our nation's farm, nutrition, conservation, rural development, research, forestry and energy priorities. This first hearing will focus on maintaining a sound U.S. farm policy to protect our most vital resource – our food supply. Our food security, millions of jobs and a good share of our national economy depends on the work our

farmers and ranchers do every day. The farm bill is necessary and vitally important to ensure we continue to have a safe, reliable and affordable supply of food, while protecting our natural resources."

For a copy of the hearing schedule and more information on the Committee's work, go to <http://ag.senate.gov/site/news.html>.

The USDA-NASS Weekly Crop Progress Report Showed Corn Planting Virtually Complete at 97%, up by 4% from the week prior, 5% above a year ago and 1% over the five-year average. Planting progress wasn't a big surprise given it had been the second fastest planting pace in history. The more intriguing components of the report were emergence and the crop condition score. Corn emerged at 85%, up 14% over the week before and the same week a year ago and 5% above the five-year average. Corn rated "Good to Excellent" was at 76%, up 5% over the week prior and 6% over the same week a year ago. The percentage of the crop rated "Fair" was 20%, down 4% from the week prior and 6% below a year ago. The percentage of the crop rated "Poor to Very Poor" is only 4%.

The market still needs to expect at least a sympathetic rally as the crop goes into the pollination period. But at this time, all indications are for an exceptional crop year.

Have You Completed Your Online Coursework For The Masters Of Beef Advocacy (MBA) Program? If the answer is yes and you are a member of TCFA, you are invited to the TCFA MBA Graduation **July 13** at West Texas A&M University in Canyon. The event will run from 9 a.m. to 4 p.m., and lunch will be provided.

In addition to the ceremonial aspects, the graduation is a full-day, hands-on advocacy workshop that will equip MBA graduates with the communication skills needed to answer tough questions from family, friends and consumers in their local communities as well as to deliver positive messages about beef to consumers in the global online community. **You must have completed all six courses in order to attend**, but there is still plenty of time to finish up and attend this special commencement exclusively for TCFA MBA graduates. The entire curriculum takes about 6-8 hours to complete. If you still need to enroll in MBA, please go to <http://www.beef.org/mastersofbeefadvocacy.aspx>.

You have until **July 6** to notify TCFA that your coursework is complete. However, space is limited to the first 75 graduates to RSVP. If you have already attended an MBA commencement in the past, you are welcome to join us if there is space available after others have responded.

To notify TCFA that you would like to attend the MBA graduation, please contact TCFA Communications Director James Hunt at james@tcfa.org or (806) 358-3681.

Beef Checkoff-Funded Market Research Illustrates How The "Power of Lean" Can Help Overcome the "eat less red meat" message that consumers are being fed with increasing frequency. The vast majority of respondents said they buy lean cuts of meat "every time" or "frequently" and rated buying lean cuts as "most important" when shopping. Consumers also believe that lean beef is better for them than other kinds of beef and that it is lower in saturated fat, calories and cholesterol. Further, consumers rated "quality" more important than price, safety and nutrition when buying beef, followed in importance by "freshness" and "appearance." For more about the research, visit

<http://www.beefresearch.org/CMDocs/BeefResearch/Market%20Research/PerceptionsofLeanSnapshot031710.pdf>.

Dr. Frank Mitloehner Will Be A Speaker On A June 11 Webcast that will examine animal agriculture's role in greenhouse gas (GHG) production. Dr. Mitloehner is the University of California-Davis air quality specialist who led research efforts that compelled the United Nations in March to retract earlier claims that livestock production causes more emissions than all of transportation combined.

The webcast provided by the Livestock and Poultry Environmental Learning Center will begin at 1:30 p.m. (CDT). For more information, go to <http://www.extension.org/mediawiki/files/8/8a/10junflyer.pdf>.

The 2010 Beef Industry Safety Summit Executive Summary has been made available by the Beef Checkoff. The Summit is the premier forum for all beef industry partners, representing each link in the beef production chain, to share knowledge and discuss issues to ensure continued progress toward meeting the industry's collective safety goals. To read the summary, go to

<http://www.bifsc.org/CMDocs/BIFSCO/Events/2010%20Executive%20Summary%20for%20Web.pdf>.

The Safety Reporting Portal is a new website launched by the Food and Drug Administration and the National Institutes of Health. When it is fully developed, the agencies say the website will provide a mechanism for the reporting of pre- and post-market safety data to the federal government. Currently the site can be used to report safety problems related to foods, including animal feed, and animal drugs, as well as adverse events occurring on human gene transfer trials. Consumers can also use the site to report problems with pet foods and pet treats.

For more information and to access the portal, go to <https://www.safetyreporting.hhs.gov/fpsr/WorkflowLoginIO.aspx?metinstance=2C83DA286F16C87B14E8CB6AF46E670CFC53856D>.

Temporary Restrictions On The Importation of intact bovines (cattle and bison) from British Columbia, Canada have been instituted by USDA-APHIS. These restrictions are based on recent importations of three cows from the province found to be reactors for brucellosis. As a result, all such animals that have resided in British Columbia since March 25, 2010, that are presented for entry to the U.S. must be certified by the Canadian Food Inspection Agency as having tested negative for brucellosis before they will be allowed to enter the U.S. These restrictions do not apply to bovines imported for immediate harvest.

TCFA Sponsor Spotlight. TCFA is proud to recognize its top sponsors whose efforts help deliver top-notch services to members.

This week's spotlight shines on



Animal Health

Pfizer Animal Health provides the beef industry with innovative science-based products and programs to help producers increase their productivity and profitability. The Pfizer Animal Health portfolio encompasses a full range of products including: DRAXXIN™ (*tulathromycin*) Injectable Solution, CattleMaster® GOLD, Dectomax®, EXCEDE® (*ceftiofur crystalline free acid*) Sterile Suspension, MGA®, Excenel® RTU (*ceftiofur hydrochloride*) Sterile Suspension and many other reputable products.

Please note: All links are still available at <http://www.tcfa.org> under This Week's Newsletter links.

Texas Cattle Feeders Association

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