

NEWS & NOTES

Interesting tidbits from around the country.

Compiled by Shauna Rose Hermel, editor

▶▶▶ NCBA announces leadership changes

The National Cattlemen's Beef Association (NCBA) announced two leadership changes Sept. 18. Colin Woodall has been named CEO. Ethan Lane was named vice president of government affairs.

Woodall has managed NCBA's efforts in Washington, D.C., for more than a decade. Since joining NCBA in 2004, he has worked to ensure the interests of the membership and the beef community at large are represented in the nation's capital.

Originally from Big Spring, Texas, Woodall graduated from Texas A&M University. Following

graduation, he worked both as a grain elevator manager and sales manager for Cargill at several locations in western Kansas and the Oklahoma panhandle before moving to Washington, D.C., to work on Capitol Hill.

As vice president of government affairs, Lane will guide NCBA's policy efforts in Washington, D.C., where he has extensive experience advocating on behalf of cattle producers. Lane has been serving as executive director of the Public Lands Council (PLC) and NCBA Federal Lands. In that role, he has been a driving force in many of NCBA's most important policy wins.

Lane is a fifth-generation

Arizonan, with 18 years of experience in natural resource and land use issues. Prior to his tenure with PLC and NCBA, he owned and operated a consulting firm specializing in natural resource issues.

▶▶▶ BPOC approves 2020 checkoff plan

The Cattlemen's Beef Promotion & Research Board (CBB) will invest about \$40.9 million into programs of beef promotion, research, consumer information, industry information, foreign marketing and producer communications during fiscal year 2020 (FY20), subject to USDA approval.

In action at its Sept. 10-11 meeting in Denver, Colo., the Beef Promotion Operating Committee (BPOC) approved checkoff funding for 15 grant proposals brought by seven contractors for the fiscal year beginning Oct. 1, 2019.

Approved for funding through the FY20 CBB budget were five proposals for \$27,383,347 by the National Cattlemen's Beef Association (NCBA); one proposal for \$8,279,846 from the U.S. Meat Export Federation (USMEF); four proposals for \$1,953,345 by the North American Meat Institute (NAMI); one proposal for \$1,645,993 from the CBB; one proposal for \$698,300 from the American Farm Bureau Foundation for Agriculture; one proposal for \$498,786 from the Meat Import Council of America; one proposal for \$359,126 from the U.S. Cattlemen's Association (USCA); and one proposal for \$99,757 from the National Livestock Producers Association (NLPA).

Broken out by budget components — which are outlined by the *Beef Promotion and Research Act of 1985* — the FY20 Plan of Work for the CBB budget includes:

- ▶ \$10.4 million for promotion programs, including continuation of the checkoff's consumer digital advertising program, as well as veal promotion.
- ▶ \$9.5 million for research programs, focusing on a variety of critical issues, including pre- and postharvest beef safety research, product quality research, human nutrition research and scientific affairs, market research, and beef and culinary innovations.
- ▶ \$7.6 million for consumer information programs, including

▶▶▶ Angus Media, Communications win big

Pride in the past. Passion for the future. Those words emulate the drive behind the recent redesign of the *Angus Beef Bulletin*.

In 2018, the publication underwent a total overhaul in look, design and literary content, which led to a significant win of the James E. Flanagan Award for most improved publication at the 2019 Ag Media Summit hosted in Minneapolis, Minn.

“From the business plan to the size of the pages to the four-color glossy cover, our team worked together to totally remake what we knew — with a little TLC — could be a stronger voice and advertising platform in the commercial cattle business,” Editor Shauna Hermel said. “We asked a lot. For those responsible — from the artists who tweaked the page layouts to the regional managers who shared the vision with our advertisers — this award is recognition from our peers that we hit a home run. The positive response we've gotten from our readers and our advertisers makes it a win.”

“With the *Angus Journal®* winning the association publication category

and the *Angus GSSM* website taking top honors in the website category, Angus communications came home with three of six general excellence awards,” Hermel said, noting additional awards garnered for writing, photography, advertising and digital efforts.

Between the teams at the *Angus Beef Bulletin*, *Angus Journal*, Certified Angus Beef LLC (CAB) and Angus Communications, the Business Breed left Minneapolis with 24 honors in LPC and 12 in Agricultural Communicators Network (AAEA) contests.

In addition, Kasey Brown, associate editor, was recognized as one of 10 recipients from around the world to win the 2019 International Federation of Agricultural Journalists/Alltech Young Leaders in Agricultural Journalism Award. (For details, see the October *Angus Journal*).



LPC former Executive Director Diane Johnson (left) presents *Angus Beef Bulletin* team members Shauna Hermel, Kasey Brown and Gail Lombardino the Flanagan Award.

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a Northeast public relations initiative; national consumer public relations, including nutrition-influencer relations and work with primary- and secondary-school curriculum directors nationwide to get accurate information about the beef industry into classrooms of today's youth.

- ▶ \$3.4 million for industry information programs, comprising dissemination of accurate information about the beef industry to counter misinformation from anti-beef groups and others, as well as funding for checkoff participation in a fifth annual national industry-wide symposium focused on discussion and dissemination of information about antibiotic use.

- ▶ \$8.3 million for foreign marketing and education in 80 countries in the following regions: ASEAN region, Caribbean, Central America/Dominican Republic, China/Hong Kong, Europe, Japan, Korea, Mexico, Middle East, Russia/Greater Russian Region, South America, Taiwan and new markets.

- ▶ \$1.6 million for producer communications, which includes investor outreach using national communications and direct communications to producers and importers about checkoff results, as well as development and utilization of a publishing strategy and platform and a state beef council content hub.

The full FY20 CBB budget is

approximately \$44.5 million.

Separate from the authorization requests, other expenses funded include \$227,000 for program evaluation; \$474,500 for program development; \$800,000 for USDA oversight, which includes \$400,000 for AMS oversight and \$400,000 for CBB's legal and compliance; and \$2.1 million for CBB administration. This budget represents an increase of \$614,600 from the \$43.9 million FY19 budget.

For more information, contact the CBB at 303-220-9890 or visit drivingdemandforbeef.com.

▶▶▶ **ARSBC coverage**

Coverage of the 2019 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium is now available in the Newsroom at www.appliedreprostrategies.com.

Hosted by the Beef Reproduction Task Force and the University of Tennessee, the symposium was hosted Aug. 20-21 in Knoxville, Tenn.

Considered the premier national event in beef cattle reproductive management, the meeting offers the latest information on application of reproductive technologies and includes a range of topics related to cow herd reproduction — such as nutritional interactions, management and male fertility.

Angus Media provides full coverage of the event online at www.appliedreprostrategies.com. Visit the Newsroom to read articles highlighting speaker presentations, review slides provided by the speakers, listen to the presentations and link to speaker biographies.

For additional information about

▶▶▶ **China dominates global beef trade**

China has replaced the United States as the leading beef importer in the world. Chinese beef imports in 2018 exceeded total U.S. beef imports. If you include Hong Kong, total China/Hong Kong imports were larger than U.S. beef imports beginning in 2017.

Total world beef imports have increased by 17.7% in the five years from 2015 to projected 2019 totals. Over that same period, beef imports in China increased 153.4% along with a 62.2% increase in beef imports into Hong Kong, leading to a 122.6% increase in beef imports in the China/Hong Kong region. By contrast, total beef imports into the United States decreased by an estimated 12.3% during the 2015-2019 period. Increased beef imports into China alone accounted for more than 75% of the net increase in

total world imports in this five-year period.

In 2015, China accounted for 8.7% of world beef imports. Including Hong Kong brought the 2015 share to 13.1%. Total U.S. beef imports in 2015 accounted for 20.0% of global beef imports. Projections for 2019 show China importing 18.7% of global beef imports. With another 6.1% of imports into Hong Kong, the China/Hong Kong region accounts for a 24.8% share of world beef imports.

U.S. beef imports are projected to account for 14.9% of world beef imports in 2019.

The rapid growth in Chinese beef imports has dramatically altered global beef flows. Several countries now export a significant share of their total exports to China. China receives the majority of beef imports from Brazil, Uruguay, Argentina, Australia, and New Zealand.

No. 1 beef exporter Brazil currently ships about 22% of total exports to China and accounts for 31% of total Chinese beef imports. Brazil sends another 17% of beef exports to Hong Kong. Uruguay is currently the eighth-largest beef-exporting country, but sends about 70% of its exports to China and accounts for 21% of Chinese beef imports. Argentina, currently the sixth-largest beef-exporting country, sends about 65% of total beef exports to the China/Hong Kong region.

Argentina accounts for 17%

of Chinese beef imports. No. 2 exporter Australia ships 16% of total beef exports to China and accounts for 17% of beef imports into China. New Zealand, the No. 5 beef exporter, sends 26% of total exports to China and accounts for 11% of total beef imports into China.

Notably absent from the sources of Chinese beef imports are North American beef exporters. About 2% of Canadian beef exports move to China, while China accounts for less than 1% of U.S. and Mexican beef exports. Hong Kong is an important export market for Canada (6% of exports); the United States (10%) and Mexico (4%).

Numerous factors account for the lack of U.S. market share in China. Despite receiving access to the Chinese market in 2017, U.S. beef exports have shown almost no growth. This is partly due to the need to develop markets in China for higher-quality/more-expensive U.S. beef. Destined to be a lengthy endeavor, this process has been completely



this year's meeting, contact Justin Rhinehart, University of Tennessee Institute of Agriculture associate professor and beef reproduction specialist, at 931-486-2129.

▶▶▶ Knoll Crest Farms donating heifer

The 2020 Angus Foundation Heifer Package is a unique package this year. Knoll Crest Farms and the Bennett family from Red House, Va., are donating a pick from three full-sister flush heifer calves to be born this fall. The successful bidder will get to choose one heifer at weaning from an elite mating of Thomas Patricia 9705 to KCF Bennett Consent Y75. The genomic test and genomically enhanced expected progeny differences (EPDs) will be calculated before the selection.

Full siblings to these heifers

interrupted by the trade war and the additional tariffs currently in place in China for U.S. beef.

Restrictions on production technology allowed in beef exported to China (implants, beta agonists, etc.) mean that the supply of U.S. beef available for the Chinese market is limited. The United States is currently caught in a chicken-and-egg situation of not having much supply for the Chinese market and not having enough market potential to warrant increased production to meet Chinese demand.

Nevertheless, it is important for the United States to participate in the growing Chinese beef market. At current levels, if the United States could achieve a 10% percent market share of Chinese beef imports, it would add greater than 11% to total U.S. beef exports.

— by Derrell Peel, Oklahoma State University Extension livestock marketing specialist, OSU's Cow-Calf Corner newsletter

include KCF Bennett Summation (Katie-Colin Farms and Quaker Hill Farms), KCF Bennett Assent (Alta Genetics) and KCF Bennett Citation (44 Farms). Maternal siblings to these heifers include KCF Bennett Fortress (Select Sires), KCF Bennett Immense (Semex) and KCF Bennett Optimizer (Connealy Angus).

“Our family is honored and humbled by the opportunity to participate as the donor of the 2020 Angus Foundation Female,” said Paul Bennett of Knoll Crest Farms.

The package will be offered for sale at the 2020 National Western Livestock Show just prior to the Angus Bull Sale to be hosted Thursday, Jan. 16, 2020, at 2:00 p.m. in Denver, Colo. All proceeds for the sale of this package will generate unrestricted funds that fund educational programs and scholarships.

“We are so excited to offer such a unique and premier 2020 Angus Foundation Heifer Package,” said Rod Schoenbine, Angus Foundation director of development. “The selection of heifers will allow the buyer to select the female that will have the most impact on their program while providing essential support to the Angus Foundation educational programs and scholarships.”

The package also includes: 30 days of free insurance from American Live Stock Insurance Co., Batavia, Ill.; free transportation to the buyer's ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; and an advanced reproductive technology package from Trans Ova Genetics, Sioux Center, Iowa.

“The 2020 Angus Foundation Package add-on sponsors have been loyal supporters for a long time,” Schoenbine said. “This year will be the 33rd year for Lathrop Livestock Transportation, and the 27th year for Trans Ova Genetics and American Live Stock Insurance Company. We are so thankful for their support of the Angus Foundation.”

▶▶▶ EPA, U.S. Army repeal 2015 rule defining WOTUS

U.S. Environmental Protection Agency (EPA) Administrator Andrew Wheeler and Department of the Army Assistant Secretary for Civil Works R.D. James announced the agencies are repealing a 2015 rule that expanded the definition of “Waters of the United States” (WOTUS) under the *Clean Water Act*. The agencies are recodifying the longstanding and familiar regulatory text that existed prior to the 2015 rule — ending a regulatory patchwork that required implementing two competing *Clean Water Act* regulations.

The rule is the first step in a two-step rule-making process to define the scope of “Waters of the United States” regulated under the *Clean Water Act*. Step 1 provides regulatory certainty as to the definition of WOTUS. The two federal district courts that have reviewed the merits of the 2015 rule found the rule suffered from certain errors and issued orders remanding the 2015 rule back to the agencies. Multiple other federal district courts have preliminarily enjoined the 2015 rule pending a decision on the merits of the rule.

In this action, EPA and the Army jointly conclude multiple substantive and procedural errors warrant a repeal of the 2015 rule. With its repeal, the agencies will implement

the pre-2015 regulations, which are currently in place in more than half of the states, informed by applicable agency guidance documents and consistent with Supreme Court decisions and longstanding agency practice. The final rule takes effect 60 days after publication in the *Federal Register*.

In December 2018, EPA and the Army proposed a new definition — Step 2 — that would clearly define where federal jurisdiction begins and ends in accordance with the *Clean Water Act* and Supreme Court precedent. In the proposal, the agencies provide a clear definition of the difference between federally regulated waterways and those waters that rightfully remain solely under state authority.

“The 2015 WOTUS rule was an illegal effort by the federal government to assert control over both land and water, significantly impacting our ability to implement vital conservation practices,” commented National Cattlemen's Beef Association (NCBA) President Jennifer Houston. “After years spent fighting the 2015 WOTUS rule in the halls of Congress, in the courts, and at the EPA, cattle producers will sleep a little easier tonight knowing that the nightmare is over.”

Additional information is available at www.epa.gov/wotus-rule.

▶▶▶ Association simplifies commercial programs, setting stage to merge programs

At its September meeting, the American Angus Association Board of Directors set the stage to simplify enrollment in its feeder-calf programs by merging AngusSource® and Angus LinkSM upon acceptance of Angus Link as a USDA process-verified program (PVP).

Angus Link will be transitioned to an age-and-source verification program for predominantly Angus-sired feeder cattle that includes options for additional PVP claims and genetic merit scoring.

“The new structure will simplify enrollments and pricing for our

customers while retaining the benefits of both programs,” says Ginette Gottswiller, director of commercial programs. “We will retain the PVPs currently available through AngusSource and genetic scores will be offered as a non-PVP option.”

For more information, contact the Commercial Programs Department at 816-383-5100 or email Gottswiller at ggottswiller@angus.org. |

Editor's note: Content includes news releases provided by the American Angus Association's communications team. For more, visit the “News” tab at www.angus.org.