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Texas Brangus

Letter from the President

Dear TBBA Members,

The cattle sale season has begun. In fact I am currently en route to a fellow TBBA member's production sale. This only my opinion but I feel there is not a better time in recent years to improve your herd. The beef cattle inventory in the U.S. is at a record low and the rules of supply and demand will be applied in the following months and probably years. Cattle prices are still relatively low due to the drought-caused dispersals this year and last. I don't feel these prices can stay at this low level when ranchers start retaining heifers to build back their inventories. I will be shocked if next spring we don't see 600# commercial steers selling above \$2.00 per pound. We in the seedstock business will benefit greatly when our customers do well with their product. The price gap between registered and commercial heifers has narrowed recently and this just means that you will have a lot more customers for your heifers. Just sell them without the papers.

The following is my estimate for raising a Brangus bull:

1. I start with a calf that if taken to a sale barn at 600# and he sells for \$1.50 per pound he will bring \$900.00.
2. Presently I am paying about \$17.00 per hundred for feed and I the calf consumes 20# per day, feed will cost \$3.40/ day or \$102.00/Month. He will also eat about \$50.00 of forage/month so that is a total \$152.00/ month in feed cost. If you sell him at 20 months of age you now have an additional \$1975.00 worth of feed in him.
3. There will be sonogram and medical cost involved so add another \$100.00. If you add all this up you will total nearly \$3000.00. So in summary, If you don't average \$3000.00 on your bull crop you're losing money.
4. Obviously you can cut some these expenses but then your end product will probably suffer also.

Breeders Association

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There always is a market for good, sound Brangus bulls and if you do not have the facilities or time to raise and market bulls, there are numerous facilities that will do this for you while you retain ownership. Most really good Brangus bulls now are selling for more than \$3000.00.

I really think the key to all this is DON'T TRY TO FEED AND MARKET THE AVERAGE CALVES. Pick only the really good ones and take the rest to the sale barn.

We need your nominations for the upcoming sales so start picking them out and getting them prepared. The sales are Bulls at San Saba on 6 Dec., Females at Beaumont on 8 March and the Miss America Sale Elite Sale in Salado at our convention.

Lastly I pleased to announce that Ms Pamela K Farmer is now Mrs. Pamela Farmer Williamson. We tied the knot on 10 October 2012.

If you would like to see the results of the Western National Brangus show, those can be found below.

[Western National Results](#)

See you at one of the next sales.

Sincerely,

Russ Williamson, President

TJBBA Connection: Sale Report

The much anticipated Cox Excalibur Advantage Sale set for October 13th, 2012 has come and gone with much success. A slight breeze later accompanied by a light drizzle was perfect weather for Sale Day.

The Cox family certainly did a phenomenal job as hosts with cold refreshments at hand throughout the cattle viewing ally's, delicious barbeque served, and an impressive sales facility strewn with countless Champion and Reserve banners accompanied with flags of foreign countries in appreciation to cattlemen across the world. Not only was their hospitality impressive, but the quality of cattle being offered as well.

This year's sale was quite special with the addition of the first ever black females and bulls to be featured in a CX sale. 8 Herd Sire Prospects, 2 Embryo Lots, 3 Show Heifer Prospects, 2 Baby Dolls, 12 Open Heifer Prospects and 35 Bred Females were auctioned off along with 8 consignment ranches offering their cattle.

Cattlemen were able to converse with each other and

share news and updates about their operations and support a fellow cattleman Mr. Don Cox in making his sale a success. The amount of generosity towards the local FFA chapters and others by Mr. Cox as well as the ability for guests to make a donation was absolutely heartwarming and left you with a sense of joy at getting to help mold the future entrepreneurs and the future of the beef industry.

The Cox Excalibur Advantage Sale will definitely be one for the books!

-Contributed by Adrian Whipple, TJBBA Reporter

Cross-Border Contamination Issue

Eliminating E. coli O157:H7 from the beef supply has been the top food safety goal of the North American beef industry for 19 years. The industry, notably at the processing level, has spent several billion dollars in pursuit of this goal. The reduction of the pathogen's prevalence has been impressive, but a recent discovery of the pathogen in Canadian-produced beef raises new issues.

E. coli-related illnesses linked to ground beef and product recalls shook the U.S. industry for several years after the tragic Jack in the Box case in 1993. But from 2000 forward, the industry's huge commitment began to pay dividends. The incidence of food-borne illnesses related to the pathogen fell 51% from 2000 through 2009, while its prevalence in ground beef fell 72%.

This year had been quiet in terms of beef recalls. That changed with a Sept. 17 recall of ground beef products produced at an Edmonton, Alberta, plant operated by XL Foods, Canada's second largest beef processor. The recall expanded 13 times over the next three weeks to include whole-muscle cuts, short ribs and other intact cuts. By mid-October, the total amount of beef under recall involved several million pounds and more than 1,800 products.

That's a small volume compared to U.S. recalls in the 1990s that involved 25-35 million lbs., but it was record large by Canadian standards. Canadian authorities responded by temporarily shutting down XL's Brooks, Alberta, beef processing plant, the second largest in Canada. This forced Western Canadian cattle feeders to suffer big losses on their finished cattle and send more fed cattle south.

The recall was significant because it exposed the interdependent nature of the North American beef trade. Canada was the leading value market for U.S. beef

exports in 2011, reaching \$1.03 billion, which was a 41% increase over 2010. Volume to Canada was up 25% to 191,047 mt. Conversely, Canada was, and is, an important source of beef for the U.S. Imports in 2011 totaled 234,593 mt.

It was thus no surprise that the recall involved products sold on both sides of the border. It covered every province and territory in Canada, and 30 U.S. states and multiple major grocery chains. The fact that Texas was one of those states reveals how far beef travels from production to point of sale, and the importance of having extensive systems to track product in the event of illnesses.

The recall also illustrated how U.S. firms use Canadian beef. As of Oct. 8, USDA estimated that 1.1 million lbs. of trim and 1.4 million lbs. of primal and sub-primal cuts used to produce steaks, roasts, mechanically tenderized steaks and roasts plus ground beef were part of the recall received by U.S. firms.

Of more concern was that the recall included mechanically tenderized cuts. Recalls of such cuts (linked to E. coli-related illnesses) have occurred sporadically over the past decade. The last sizeable recall was of 250,000 lbs. of beef steak in late December 2009. Such recalls led USDA's Food Safety and Inspection Service (FSIS) to announce last March that it would publish a proposed rule on new labeling requirements for mechanically tenderized meat and poultry. The rule would require that a label include recommended cooking temperatures.

The requirement will involve billions of pounds of beef, as USDA estimates that 18% of all beef steaks and roasts manufactured in the U.S. are mechanically tenderized.

Industry organizations have long opposed a label, contending it won't help consumers. They want more work done to establish if there is a link between mechanical tenderization, needle marinating and E. coli O157:H7-related illnesses. Whether USDA addresses these issues remains to be seen. Right now, it seems the industry faces yet another labeling requirement for its products.

Steve Kay is editor and publisher of Cattle Buyers Weekly (www.cattlebuyersweekly.com). See his weekly market roundup at beefmagazine.com every Friday afternoon.

-Release by Steve Kay for BEEF Magazine

Production Efficiency & Sustainability

We know that pharmaceutical technologies provide economic benefits to beef producers, and research increasingly shows they also help conserve resources and protect the environment by improving production efficiency. Adding to the body of evidence, the peer-reviewed Journal of Animal Science this month published an article titled "The environmental and economic impact of removing productivity-enhancing technologies from U.S. beef production," co-authored by Jude Capper, Ph.D., of Washington State University, and Dermot Hayes, Ph.D., of Iowa State University.

As the agricultural community strives to become more "sustainable" in its efforts to feed the world's growing populations, while using fewer resources and reducing environmental impacts, some individuals and groups advocate a return to simpler, low-tech production methods as part of the solution. But while those production systems, including avoidance of performance-enhancing technologies such as growth implants, beta agonists and ionophores, can fit some situations and meet consumer-demand niches, the loss of efficiency can result in unintended consequences.

For their study, the researchers developed a model based on the metabolism and nutrient requirements of the beef population to quantify resource inputs and waste outputs per unit of beef. They compared two production systems, one using hormones, ionophores, beta agonists at current adoption rates, and the other without the use of those technologies. Both systems were modeled using characteristic management practices, population dynamics and production data from U.S. beef systems.

The researchers found that removal of those growth-enhancing technologies from U.S. beef production, and the resulting reduction in production efficiency would have dramatic consequences. Assuming the same volume of beef production, increased resource use and environmental impacts due to the loss of technology would include:

- Ten million more cattle annually - double the number of beef cattle in Iowa and Kansas.
- Eighty-one million more tons of feed annually - enough to fill 1,010 Rose Bowl stadiums.
- Seventeen million more acres of land for grazing and growing feed - an amount similar to all the land in Scotland.
- One hundred and thirty-eight billion more gallons of water annually - the amount used each year by 1.36 million households.
- Four additional packing plants with 10,000-head

- per-day total capacity to harvest additional cattle.
- Eighteen million more metric tons of CO₂eq - equal to the emissions from 3 million U.S. cars - would be released in the United States annually.

If U.S. beef farmers and ranchers did not use productivity-enhancing technologies and global demand for beef remained the same, Brazil would increase beef exports, losing 16.9 million acres of Amazon Rainforest and West Central Cerrado forests.

The research abstract is available online from the Journal of Animal Science. You can obtain free reprints of the complete article by emailing a request to info@sustainablebeef.org or purchase short-term access to the article from the Journal's website for \$15.

More information on this research and other issues related to sustainable beef production are available at SustainableBeef.org.

-Release by John Maday for Drovers CattleNetwork

Oct./Nov. Calendar of Events

October:

19th:

State Fair of Texas Pan American Red Brangus Show
and Junior Red Brangus Show- Dallas, TX

20th:

Doguet Diamond D Sale- Poteet, TX

26th:

Salacola Valley Farms "By the Numbers" Sale-
Fairmount, GA

27th:

Oak Creek Forage Tested Bull Sale- Chappell Hill, TX

November:

2nd:

GENETRUST at Chimney Rock Registered Brangus Bull
& Commercial Female Sale- Concord, AR

3rd:

Indian Nations Fall Sale
National Show of Merit- Shreveport, LA

10th:

Hill Country Brangus Breeders Sale- San Angelo, TX
The Stockman Kind's Bull Sale, Blackwater Cattle Co.-
Lake Park, GA

16th:

101 Ranch and Indian Hills Ranch World Series of
Brangus Consignment Sale- Palo Pinto, TX
RRR Ranch Annual Production Female Sale

17th:

ABBA Heart of Alabama Brangus Bull Sale-

Uniontown, AL
RRR Ranch Annual Production Bull Sale

Sincerely,
Texas Brangus Breeders Association

Serving and promoting the interest of its members specific to the breeding, raising, and marketing of Brangus cattle.