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Become a fan of the TBBA Facebook page and connect with Brangus breeders around the world. Click on the icon below to be directed to the page.



Suggestions?

Help our marketing efforts meet YOUR needs. Any suggestions to the Facebook page or E-Newsletter should be sent to

Obama Admin. Revises COOL

The US government will require meat packers to explicitly list the origin of beef, pork and chicken sold in US grocery stores, a regulation intended to resolve years of disputes with Canada and Mexico that was adopted May 23, 2013.

But Canada's agriculture minister said it will continue to fight the country of origin labeling rules (COOL) which he said had contributed to a sharp decline in Canadian cattle and pig exports, setting up a possible trade war.

The Obama administration unveiled the new rule on the final day to comply with a World Trade Organization decision, issued in June 2012, that upheld complaints by Canada and Mexico. Under the new regulation, labels will carry labels such as "Born, Raised and Slaughtered in the United States" for US animals.

Meat from other countries could carry labels such as, "Born in Mexico, Raised and Slaughtered in the United States." No commingling of meat from various nations will be allowed. "The United States remains committed to ensuring that consumers are provided with information about the origin of muscle cut meats they buy at the retail level," the US Department of Agriculture said in a statement. The USDA has not acknowledged the amount of costs for compliance to beef producers and others along the pipeline before the beef arrives at the supermarket with this much more detailed information.

The revised rules take effect immediately, however the USDA will allow a six-month grace period for compliance. In the original rule, which took effect in March 2009, packages could carry labels saying the meat was from the United States and other nations.

According to a study conducted by Kansas State University- the impact on demand from the original COOL mandated label was negligible. And- according to Dr. Glynn Tonsor of K-State, who helped conduct that study- the revised rule which demands more information

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from producers at what will likely be significant cost to the beef industry, will not improve beef demand either.

-Release by Oklahoma Farm Report

IBBA Partners with La Quinta

La Quinta Inns & Suites is pleased to be partnered with the International Brangus Breeders Association - offering a 10% discount from our best available rates nationwide. This discount may be used for business or leisure travel. Here are ways to access the discount:

- Go online to LQ.com and enter the code "BRANGUS"
- Call the toll-free central reservations number at 1-866-468-3946 and request the "International Brangus Breeders Association" discount, or
- Call the hotel's direct number and request the "International Brangus Breeders Association" discount

La Quinta Inns & Suites offers what any guest needs to wake up on the bright side. Enjoy our free Bright Side Breakfast®, free high-speed internet, and comfy beds. Plus, our hotels are conveniently located close to area restaurants, shopping and entertainment venues. Be sure to sign up for La Quinta Returns, and start earning points toward upgrades and free nights fast! Enrolling is fast, easy and free. Go to LQ.com or call 1-800-RETURNS (738-8767) for information.

-Release by IBBA

Additional Drought Relief Funding

In response to Texas' ongoing drought, the USDA's Natural Resources Conservation Service (NRCS) State Conservationist Salvador Salinas has announced that NRCS in Texas has additional funding available for agriculture operators wishing to address plant health conditions on their land through the agency's Environmental Quality Incentives Program (EQIP).

"With so much of Texas suffering from a lack of rainfall, this funding will help farmers and ranchers apply conservation practices to reduce the impacts of drought, while improving soil health and productivity," says Salinas.

Through this additional EQIP funding, the NRCS will work with landowners in providing assistance to establish and improve plant health on their private lands. Applications will be accepted in NRCS field offices until June 14. Priority for funding will target 129 counties that

are designated as extreme drought (D3) or exceptional drought (D4), according to the current U.S. Drought Monitor map. Priority counties will be adjusted as the drought changes.

Salinas suggests that landowners consult with local NRCS district conservationist to develop a conservation plan, which is an effective strategy for pasture and rangeland recovery, along with helping mitigate the effects of Texas' current drought conditions.

Landowners interested in participating are encouraged to contact their local USDA-NRCS field office located in the nearest USDA Service Center. For additional information about EQIP, or to find the NRCS service center nearest you, visit <http://www.tx.nrcs.usda.gov/>.

-Release by Dee Anne Littlefield for NRCS

Texas FSA Head Appointed

The U.S. Department of Agriculture (USDA) has named a new head of the Farm Service Agency (FSA) in Texas. Judith Canales will take over as the state executive director (SED) of the Texas FSA June 3.

Canales, a Uvalde native, will oversee FSA programs that "protect agricultural practices to ensure a safe, affordable, abundant and nutritious food supply for consumers."

Canales has served as the assistant city manager for Eagle Pass and has worked as the executive director of the Maverick County Development Corporation.

She was also appointed to the Department of Agriculture in 2009 as the Administrator of Rural Business-Cooperative Service (RBS). Since 2012, she has acted as the Rural Development's acting deputy undersecretary for operations and management in Washington, D.C.

-Release by Texas Farm Bureau

TBBA Business Card Ads

TBBA members have the opportunity to advertise their farm or ranch through the new business card advertisements to be launched on the TBBA website soon. If you would like to purchase a business card ad, e-mail mollie@txbrangus.org for more information. Business card ads will cost \$50.

Call for Cattle Photos

The TBBA is constantly looking for ways to improve our social media sights. If you have photos of your Brangus cattle around the farm or ranch that you would like us to share on the Facebook page, please e-mail those in .jpg format to mollie@txbrangus.org.

To view the current "Around the Farm and Ranch" album, [click here](#).

June/July Calendar of Events

June:

4th:

Llano County Beef and Forage Field Day

12th:

BIF Annual Research Symposium and Convention-
Oklahoma City, OK

19th-20th:

TJBBA State Show- Brenham, TX

July:

14th-20th:

National Junior Brangus Show and Futurity- West
Monroe, LA

Sincerely,

Texas Brangus Breeders Association

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