



# E-Newsletter

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## "Like" TBBA on Facebook

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-

## Letter from the President

Fellow Texas Brangus Breeders,

I trust everyone has received at least a fall shower, while much of the state has received much-needed rain! Some areas that have been parched are at least turning a bit green! Most of us need some substantial rain to fill some dry tanks.

I am very pleased to report the Salado sale committee met last week in Salado to do additional planning for our spring sale and annual meeting. I would like to commend this committee for their proactive approach to planning this sale! The co-chairs, Garry Clem and Steve Densmore are working diligently with the other members of the committee to bring you a spectacular event!

As most of you are aware, the IBBA announced last week they have hired a new Executive Director for the association. I'm sure when the new leadership is installed in October, new ideas and direction will be forthcoming.

Please be sure to support our members who are having sales upcoming in October and November. Please see sale calendar on this issue.

Until next time,

Joe Dillard, TBBA President

## Farm Bill update

The U.S. House of Representatives took action Thursday evening that could lead to movement in the passage of a full, five-year farm bill. According to Politico, the House's Rules Committee cleared the way for a floor vote to combine the House's nutrition title with its version of the farm bill, which was passed without the nutrition title.

The action sets the stage for the House to conference its bill with the Senate approved version of the farm bill.

Newsletter should be  
sent to  
mollie@txbrangus.org

**Texas Brangus  
Breeders  
Association**

P.O. Box 690552  
San Antonio, TX  
78269

210-558-0800

txbrangus.org

If the bills are married together into a single bill, the House is then expected to pick members who will work on a conference committee with the Senate.

Although the Senate has already appointed members to serve on a conference committee to work out a single bill with leaders from the House, the chamber will have to re-appoint its nominees due to delays in the process.

After conferees from both chambers are chosen, the committee will then work to iron out a single bill to be sent to President Obama for his signature or veto.

The 2012 extension of the 2008 farm bill officially expires Monday.

-Release by Texas Farm Bureau

## **COOL appeal filed**

Nine U.S., Canadian and Mexican meat and livestock organizations filed their initial brief as part of an appeal of a September 11 decision by the U.S. District Court for the District of Columbia denying a motion for a preliminary injunction in a lawsuit to block implementation of the U.S. Department of Agriculture's May 2013 final rule on country-of-origin labeling (COOL).

Appellants include the American Association of Meat Processors, American Meat Institute, Canadian Cattlemen's Association, Canadian Pork Council, National Cattlemen's Beef Association, National Pork Producers Council, North American Meat Association, Southwest Meat Association and Mexico's National Confederation of Livestock Organizations.

The brief argues that the trial court incorrectly accepted the Agricultural Marketing Service's (AMS) argument, which was inconsistent with rationale offered by AMS in the final rule, that the new final rule "is to correct misleading speech and prevent consumer deception" that purportedly occurred because of requirements AMS imposed in its 2009 version of the rule.

"Even putting aside the absurdity of a government agency referring to itself as an agent of 'deception,' the District Court should have rejected AMS's belated declaration because it was a plainly impermissible post hoc rationalization. Yet the District Court accepted it anyway," the brief notes.

The appellants also contend that when the trial court accepted AMS' rationalization, it applied the wrong legal standard regarding the First Amendment and compelled

speech because the mandated labels at issue are not voluntary deceptive advertising.

"There is no such voluntary misleading advertisement here; AMS is the source of the alleged 'deception'," the brief says. "No court has ever before applied lesser scrutiny for compelled speech in such circumstances."

Because of these factors and the irreparable harm being done to the industry right now, the appellants argue the final rule should be enjoined.

The lawsuit to block implementation of the COOL rule was originally filed July 8, 2013 in the United States District Court for the District of Columbia. The original complaint is available [here](#). A motion for preliminary injunction was filed July 26, 2013.

In their complaint, the plaintiffs explained that the final rule violates the United States Constitution by compelling speech in the form of costly and detailed labels on meat products that do not directly advance a substantial government interest. They also explained that the 2013 regulation exceeds the scope of the statutory mandate, because the statute does not permit the kind of detailed and onerous labeling requirements the final rule puts in place, and that the rule is arbitrary and capricious, because it imposes vast burdens on the industry with little to no countervailing benefit.

The May 2013 rule at issue in the litigation was published by AMS in response to a World Trade Organization (WTO) Dispute Settlement Panel Ruling, which found that the 2009 mandatory-country of origin labeling for meat products rule violated the United States' WTO obligations. Mandatory country of origin labeling is currently in effect for many meat products. AMS argued that the new May 2013 rule, which is more cumbersome and burdensome than the 2009 version, will somehow satisfy the nations that originally complained to the WTO prompting the ruling.

-Release by Oklahoma Farm Report

## **TSCRA elects new President**

Grapevine, Texas - The Texas and Southwestern Cattle Raisers Association (TSCRA) installed Pete Bonds, Saginaw, as the new TSCRA President Friday during the closing session of the 2013 Fall Board Meeting. Bonds served as the TSCRA first vice president prior to the death of former TSCRA President Clay Birdwell.

Richard Thorpe, Winters, will serve as the first vice president.

"This association has been crucial to the strength and stability of the Texas cattle industry for well over a century," said Bonds. "It's an honor to serve and lead this organization as president."

Bonds operates the Bonds Ranch headquartered in Saginaw. He became a TSCRA director in 1992 and was elected second vice president in 2011.

Thorpe is owner and operator of Mesa T Ranch headquartered in Winters. Thorpe was elected a TSCRA director in March 2006. He earned his medical degree from Texas Tech University.

Birdwell passed away in August. He served TSCRA as second vice president from 2009-2011, first vice president from 2011-2013, and was elected president in March 2013.

-Release by Texas & Southwestern Cattle Raisers  
Association

## **Hill Country Sale Consignments**

The Hill Country Brangus Breeders would like to invite the TBBA members to consign bulls and/or females to our 38th Annual Sale to be held at Producer's Livestock Auction in San Angelo, Texas on November 9, 2013.

If interested, contact Gary Bruns (830/391-0766.)

## **Sale Committee Report**

The TBBA Sale Committee is hard at work up grading the Salado Sale/Annual TBBA Convention. They are working to make this up coming sale (March 28-29, 2014) be the best ever. In doing so, they are asking EVERY TBBA member to please consider consigning one or two of your very best. This is an excellent way to advertise your program by the way. They are also asking all members to participate in some way toward the convention/sale. It is also felt that we might offer a larger number of females in the sale in order to help keep our cost down. Please do your part by getting involved and keeping the TBBA strong .

Note: Now is the time to look your cattle over and make your selection. If you need ANY help, please call or e-mail us today. Don't wait!

TBBA Sale Chairmen,

Garry Clem  
Steve Densmore

## **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](mailto: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](mailto:mollie@txbrangus.org).

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

## **Oct./Nov. Calendar of Events**

### **October:**

#### **12th:**

CX Advantage Sale- Katy, TX  
Salacoa Valley Farms Fall Sale- Fairmount, GA

#### **14th-15th:**

Florida Beef Excellence Institute- Gainesville, FL

#### **14th-16th:**

4th Annual Gorczyca & Sons Elite Show Heifer Sale

#### **19th:**

Doguet Diamond D Ranch Annual Production Sale-  
Poteet, TX

#### **25th:**

Oak Creek Farm Seminar- DNA Technologies- Chappell  
Hill, TX

#### **26th:**

Miller Brangus Fall Bull Sale- Waynesboro, TX  
Oak Creek Farms Production Sale- Chappell Hill, TX

### **November:**

#### **2nd:**

Brangus National Show of Merit- Shreveport, LA

#### **9th:**

Hill Country Brangus Breeders Sale- San Angelo, TX

#### **15th:**

Entry Deadline- Ft. Worth Junior Brangus Show

#### **23rd:**

Dillard Land and Cattle Mature Cow Dispersal-at the  
ranch and online (DV Auctions)

\*Are you a TBBA member with an upcoming sale or field day? E-mail [mollie@txbrangus.org](mailto:mollie@txbrangus.org) to have it listed on the website and E-Newsletter calendar\*

Sincerely,  
Texas Brangus Breeders Association

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