

Full length version of articles abbreviated in TCFA *Newsletter* print edition.

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Korea Helping Beef Exports Surge

U.S. exports of beef for the seven-day period ending July 17 came to 21,900 tons, a 188% increase over the previous week, according to a report by *AgWeb* based on USDA data. Contributing to the sales jump was the 6,100 tons sold to South Korea.

Meanwhile, industry experts tell *Reuters* they expect South Korea to reclaim its place among the top three U.S. beef buyers within one to three years. The experts say the protests will likely wane and consumers should gain confidence in U.S. beef, which is cheaper than Korea's domestically produced beef and product from other beef exporting countries.

Dennis Smith, a broker with Archer Financial in Chicago told *Reuters*, "Your average South Korean consumer wants the product and will buy the product and will endorse it through consumption."

Policy Proposals Adopted At NCBA Summer Conference

Renewable fuels and environmental regulation were among the issues addressed in interim policies adopted by the NCBA Policy Division Board of Directors at NCBA's Summer Conference. The amendments and resolutions approved remain interim policy until they can be voted on at the Cattle Industry Convention and Trade Show in Phoenix next January.

On renewable fuels, the policy board called for a significant reduction of the Renewable Fuels Standard (RFS) and declared opposition to mandated production and/or mandated usage of any renewable fuels. The board also voted to support transitioning to a market-based approach for fuels produced from livestock feedstuffs. To promote U.S. energy independence, the board also voted to support environmentally responsible exploration and extraction of domestic fossil fuel-based energy sources and regulatory relief to speed up construction and renovation of refineries.

As for environmental matters, the board voted to support development of accurate greenhouse gas emissions data for domestic cattle production systems based on sound science and to develop a communications strategy to address inaccuracies about emissions related to the cattle industry. The board also declared opposition to government action that would regulate or require reporting of agricultural greenhouse gas emissions. And opposition to listing species or habitat under the Endangered Species Act based on climate change was also approved by the board.

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RFS Waiver Request: EPA Has Delayed until next month its decision on whether to grant Texas Governor Rick Perry's request for a 50% reduction of the Renewable Fuels Standard (RFS). Explaining why the July 24 deadline for a decision could not be met, EPA Administrator Stephen Johnson said additional time is needed to review the more than 15,000 comments received during the public comment period "in order to make an informed decision." He also cited the fact that EPA is required to consult with USDA and the Energy Department when considering the waiver request. "I am confident that I will be able to make a final determination on the Texas waiver request in early August," Johnson said. Governor Perry issued a statement saying he appreciates the EPA diligence but maintains the waiver is needed. "The

RFS waiver is an essential step toward decreasing the devastating statewide, national and international impact of skyrocketing feed and food costs.”

The Beef Checkoff Dollar's purchasing power has been eroded by inflation over the years to the point where today it is worth almost exactly half of what it was in 1987. That's what CBB Chief Operating Officer Tom Ramey told his audience at NCBA's Summer Conference in Denver. To illustrate his point, Ramey said that buying a 30-second commercial on America's top TV show in 1986 – *The Cosby Show* – cost \$350,000. Today it would cost \$700,000 to get a 30-second spot on *American Idol*. And since television choices are no longer limited to just three channels, the top-rated show today doesn't deliver as many viewers as it once did. “To reach the same number of people that we reached in 1986 would (cost) about three-and-a-half times more than it did in 1986,” said Ramey. He also noted that the Checkoff no longer has sufficient funds to buy television time.

Californians For Safe Food is a coalition of public health and food safety experts, labor unions, consumers, family farmers and veterinarians that has launched a campaign to oppose an animal rights initiative on the November ballot in California. Proposition 2 would require that gestating sows, egg-laying hens and veal calves have enough room to lie down, stand, turn around and fully extend their limbs. Californians for Safe Food maintains Proposition 2 will undermine the state's food safety standards and increase risk for illnesses like salmonella and bird flu.

In other animal welfare news:

- The American Veterinary Medical Association House of Delegates has adopted a new policy calling on the veal industry to use calf housing systems that allow for greater freedom of movement.
- After negotiating with PETA, the supermarket chain Winn-Dixie is adopting animal welfare standards for its poultry, egg and pork suppliers similar to the standards previously agreed to by Safeway, Burger King, Hardees and other companies, according to *Brownfield*.

The animal rights group Mercy for Animals has placed 600 anti-meat ads in Chicago's elevated trains depicting cows, pigs and hens in cramped dirty cages and gestation crates, the *Chicago Sun-Times* reports. The ads slogan: “How Much Cruelty Can You Swallow?”