

# ONE FOOD



“

Coming together is a beginning,  
staying together is progress, and  
working together is success.

— Henry Ford



Activists are not consumers.



*96% of Americans include  
beef in their diet*

Human and animal health are  
under activist attack



No rBST



Rapid but long lasting changes are being announced frequently

Protein sources competing

No AB starting in 2016



The other white meat?



## What is driving this?



- ⌘ Evidence or activism?
- ⌘ Pounds or doses of drugs used
  - ⌘ Slack out of the rope
- ⌘ AB Resistance is local; measure it
- ⌘ Consumers don't differentiate AB and steroids
- ⌘ Marketing metrics

## Views on Ability to Influence & Assure Beef Cattle Welfare



- BOTH SURVEYS
  - How much ability do the following parties have to influence and assure beef cattle welfare?
  - Very Low Ability (1) ... Very High Ability (5) or Don't Know

## Views on Ability to Influence & Assure Beef Cattle Welfare



|  | Consumer-<br>Conditional<br>Average | Producer-<br>Conditional<br>Average |
|--|-------------------------------------|-------------------------------------|
| United States Department of Agriculture (USDA)     | 4.19                                | 3.49                                |
| National Cattlemen's Beef Association (NCBA)       | 4.05                                | 3.72                                |
| American Farm Bureau (AFB)                         | 3.85                                | 3.33                                |
| Cow-Calf Producer                                  | 3.84                                | 4.17                                |
| Ranchers-Cattlemen Action Legal Fund (R-CALF)      | 3.82                                | 3.27                                |
| The Humane Society of the United States (HSUS)     | 3.54                                | 2.94                                |
| American Veterinary Medical Association (AVMA)     | 3.52                                | 3.58                                |
| Consumer - Beef Purchaser                          | 3.41                                | 3.35                                |
| Processor/Packing Plant                            | 3.39                                | 3.96                                |
| Feedlot Producer                                   | 3.33                                | 4.25                                |
| University Scientists/Researchers                  | 3.26                                | 3.61                                |
| People for the Ethical Treatment of Animals (PETA) | 3.25                                | 2.84                                |
| Resident - Likely Voter                            | 3.17                                | 3.00                                |
| Retail Grocer                                      | 3.05                                | 2.93                                |
| Local Veterinarian                                 | 3.03                                | 3.90                                |
| Food Service Restaurant                            | 2.98                                | 2.90                                |

## Views on Accuracy of Beef Cattle Welfare Information



- BOTH SURVEYS
  - How accurate is the beef cattle welfare information provided by the following parties?
  - Very Inaccurate (1) ... Very Accurate (5) or Don't Know

## Views on Accuracy of Beef Cattle Welfare Information



|  | Consumer-<br>Conditional<br>Average | Producer-<br>Conditional<br>Average |
|--|-------------------------------------|-------------------------------------|
| United States Department of Agriculture (USDA)     | 3.71                                | 3.42                                |
| American Veterinary Medical Association (AVMA)     | 3.68                                | 3.82                                |
| University Scientists/Researchers                  | 3.64                                | 3.81                                |
| The Humane Society of the United States (HSUS)     | 3.62                                | 1.93                                |
| American Farm Bureau (AFB)                         | 3.60                                | 3.59                                |
| National Cattlemen's Beef Association (NCBA)       | 3.52                                | 3.82                                |
| Local Veterinarian                                 | 3.48                                | 4.07                                |
| Ranchers-Cattlemen Action Legal Fund (R-CALF)      | 3.42                                | 3.56                                |
| Cow-Calf Producer                                  | 3.31                                | 4.01                                |
| People for the Ethical Treatment of Animals (PETA) | 3.27                                | 1.61                                |
| Consumer - Beef Purchaser                          | 3.03                                | 2.82                                |
| Feedlot Producer                                   | 3.02                                | 3.92                                |
| Retail Grocer                                      | 2.99                                | 3.02                                |
| Processor/Packing Plant                            | 2.94                                | 3.64                                |
| Resident - Likely Voter                            | 2.87                                | 2.50                                |
| Food Service Restaurant                            | 2.81                                | 2.90                                |

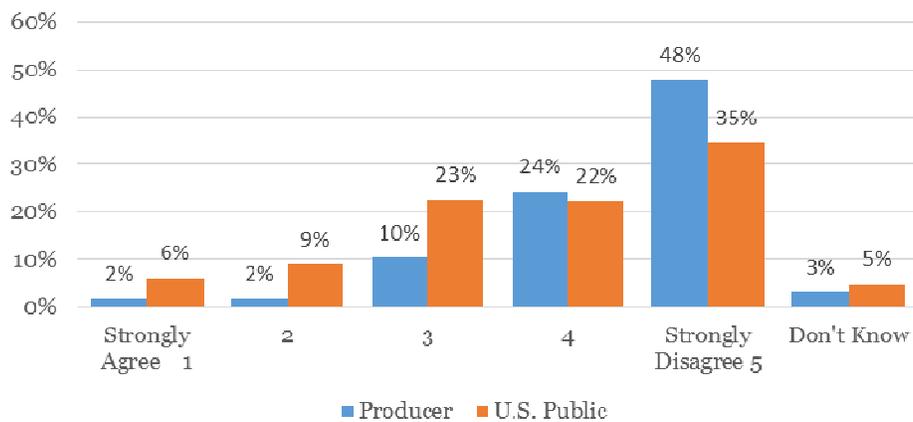
## Views on *Importance and Trade-offs*

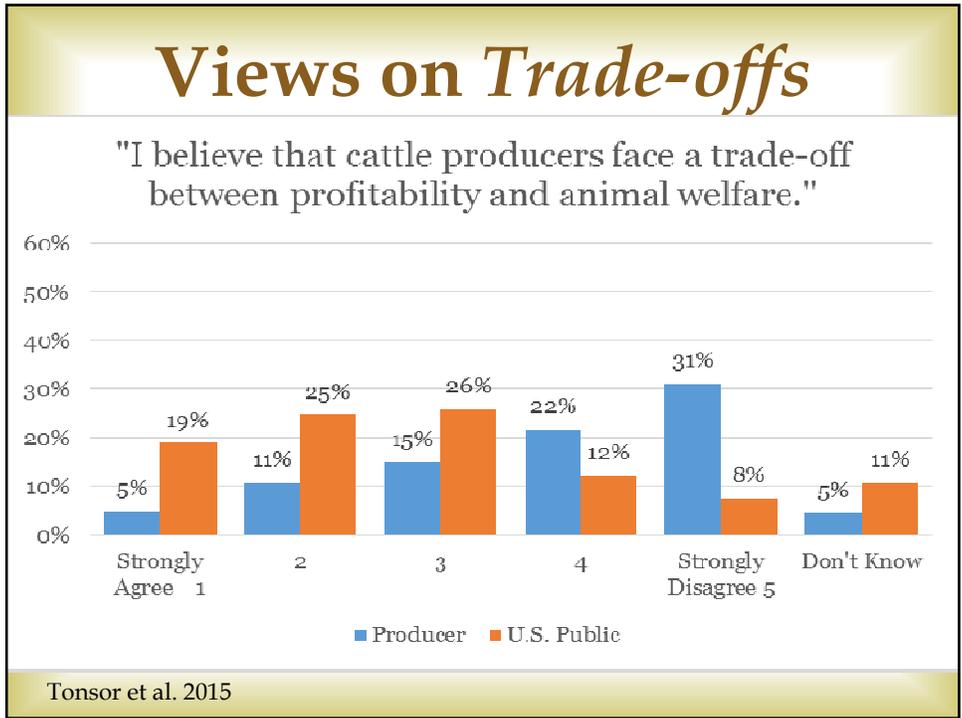


- BOTH SURVEYS
  - Please rate your agreement with these statements
  - Strongly Agree (1) ... Strongly Disagree (5) or Don't Know

## Views on *Importance*

"Low beef prices are more important than the well-being of cattle."





## Public's vote-buy consistency & producer perceptions of behavior

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|  | Consumer-<br>Yes | Consumer-<br>Don't know | Producer-<br>Conditional<br>Average | Producer-<br>Don't Know |
|--|------------------|-------------------------|-------------------------------------|-------------------------|
| <b>Vote to limit antibiotic use for cattle to only disease treatment</b> | 71%              | 13%                     | 62%                                 | 10%                     |
| <b>Pay a premium for beef from cattle with limited antibiotic use</b>    | 48%              | 31%                     | 40%                                 | 13%                     |
| <b>Vote to ban cattle castration without use of pain control</b>         | 66%              | 15%                     | 53%                                 | 16%                     |
| <b>Pay a premium for beef from cattle castrated with pain control</b>    | 36%              | 38%                     | 26%                                 | 18%                     |

Note: producers were asked what they thought typical American would do.

# The Beef Industry Is at a Tipping Point

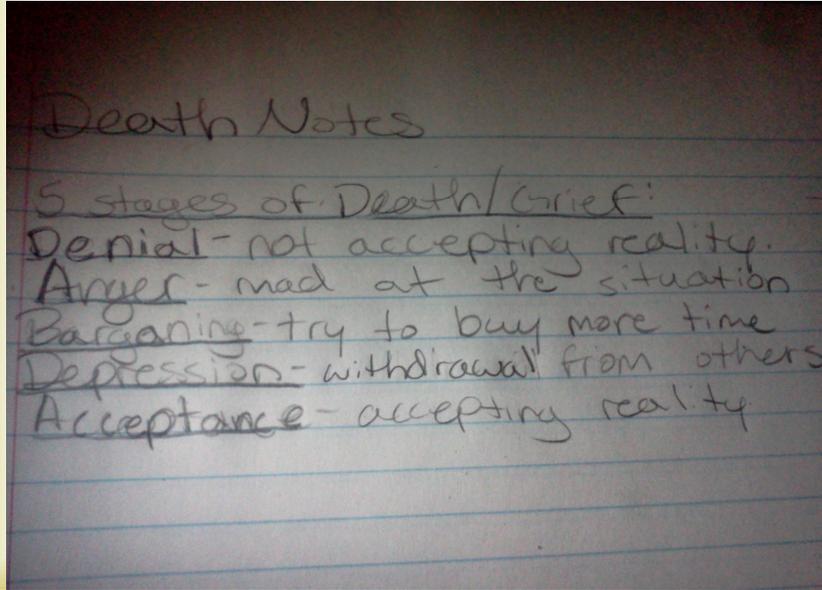


## Beef industry



- ❧ Lack of integration and traceability system
- ❧ Direct competition within every segment
- ❧ Human and animal health should not be sacrificed
- ❧ One Beef
  - ❧ Sharing the rewards of responsible beef production

## Reactive verses proactive



**Consider how hard  
it is to change  
yourself and  
you'll understand  
what little chance  
you have in trying  
to change others.**

Jacob M. Braude

Activists are not the consumer

We don't need to change the consumer

We need to continue to improve

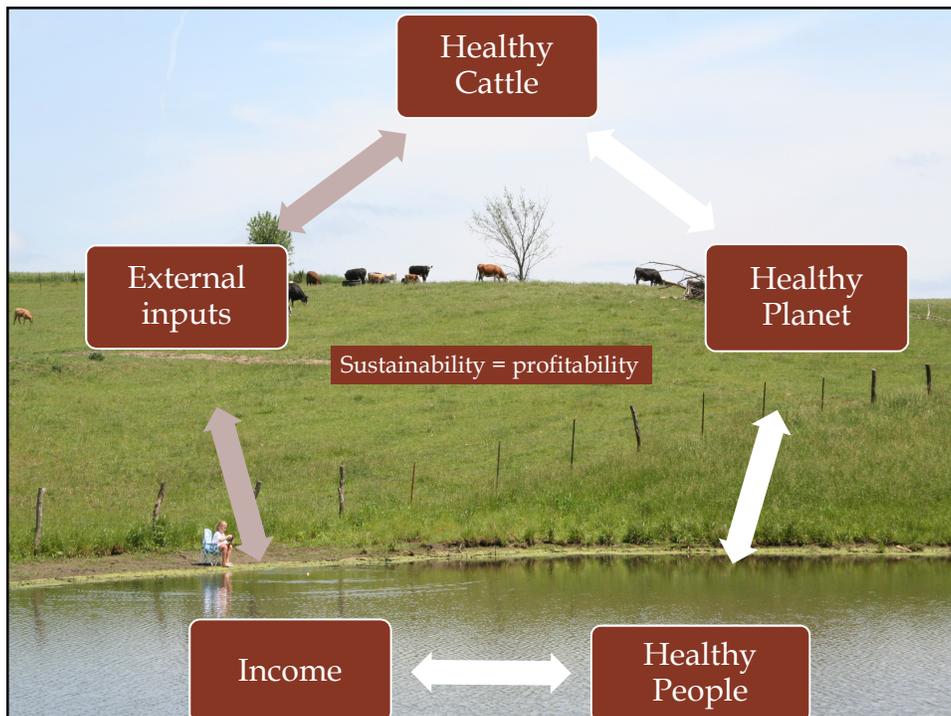
WHEN YOU STOP TRYING  
TO CHANGE OTHERS  
AND WORK ON  
CHANGING YOURSELF,  
YOUR WORLD CHANGES  
FOR THE BETTER.

Be Happy Stay Happy

# What industry doesn't change?



*97% of U.S. cattle farms & ranches are family owned & operated*



# Antibiotics as an example

| It's NOT about...  | It IS about...   |
|--|--|
| <p><b>Antibiotics:</b><br/>Will they work when you really need them?</p>  | <p>Their fear</p>  |
| <p>Facts</p>   | <p>Addressing personal concerns</p>  |
| <p>Science as an explanation</p>   | <p>"Doing what's right"</p>  |
| <p>"Doing what's proven to be safe and effective"</p>                     |  |

## Human to human

Developed nations  
Undeveloped nations

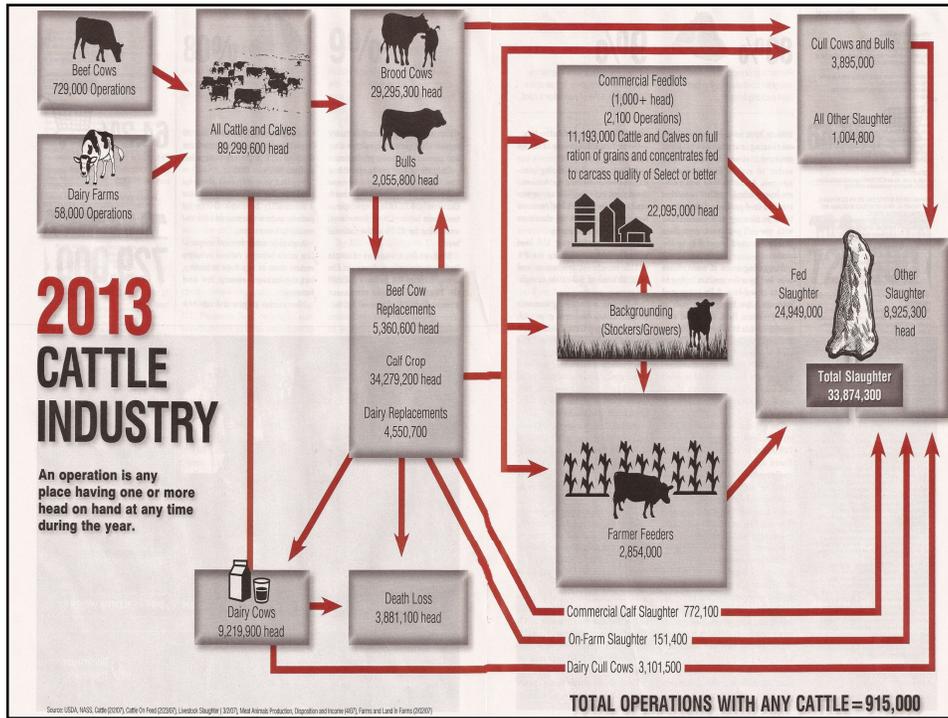
## Animals to human

Developed nations  
Undeveloped nations

Producers are with animals everyday

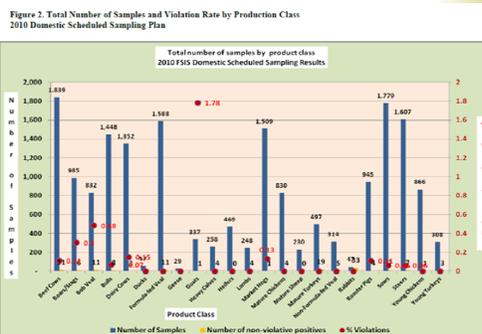






## Carcasses with no antibiotic residue by production class in 2010

- ☞ Beef cows = 99.89%,
- ☞ Dairy cows = 99.85%,
- ☞ Market Steers = 99.94%,
- ☞ Market Heifers = 100.0%,
- ☞ Market Hogs = 99.87%,
- ☞ Poultry all classes = 100.0%

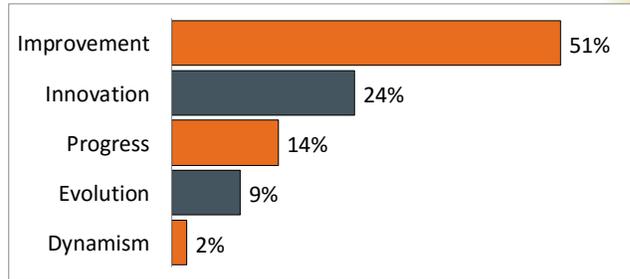


(FSIS, 2012)

# Consumers want continuous improvement



*Which would you most like to see in how farmers and ranchers grow and raise food for tomorrow?*



Maslansky survey, October 2011

# We have a story of continuous improvement with AB usage



- ☞ Beef Quality Assurance
- ☞ AMDUCA - EDLU
- ☞ US FARAD
- ☞ Voluntary ban on aminoglycosides
- ☞ Veterinary Feed Directive
  - ☞ No OTC antibiotics
  - ☞ Traceability
  - ☞ Validation programs



## What is a VCPR (state defined)?



### ✧ A VCPR indicates the veterinarian

- ✧ engages with the client to assume responsibility for making clinical judgments about patient health
- ✧ has sufficient knowledge of the patient by virtue of patient examination and/or visits to the facility where the patient is managed
- ✧ Can provide any follow up care

### ✧ AND

- ✧ The producer agrees to comply with prescription

## Veterinary Feed Directive



- ✧ Must have a VCPR as defined by the state
- ✧ Each VFD will have a specific VFD form or DVM will have their own clinic VFD form
- ✧ 3 copies - Veterinarian, Producer and Feed store
- ✧ All parties must maintain copies of the VFD for two years
- ✧ Faxes and electronic VFD (including smart phone); No verbal VFDs
- ✧ Veterinarian must set an expiration date (Max. 6 months)

## What Works: Committing to Improvement

### Continuous Improvement is NOT...

A message in itself

An excuse for inaction

### Continuous Improvement IS...

A strategic opening to a conversation  
with consumers

An invitation to action and  
accountability

## Nutritional Composition

*“Organic foods differ from conventional foods **only in the way in which they are grown and processed.**”*

*Source: American Dietetic Association*

*“On the basis of a systematic review of studies of satisfactory quality, there is **no evidence of a difference in nutrient quality** between organically and conventionally produced foodstuffs.”*

*Source: American Journal of Clinical Nutrition July 2009*

*“No distinctions should be made between organically and non-organically produced products in terms of quality, appearance or safety.”*

*Source: USDA*

## Estrogenic activity of common foods (ng / 8 ounce serving)



|                                 |             |
|---------------------------------|-------------|
| ☞ Soy flour defatted            | 342,468,000 |
| ☞ Tofu                          | 51,483,600  |
| ☞ Pinto beans                   | 408,240     |
| ☞ White bread                   | 136,080     |
| ☞ Peanuts                       | 45,360      |
| ☞ Eggs                          | 252         |
| ☞ Butter                        | 141         |
| ☞ Milk                          | 15          |
| ☞ Beef from implanted steer     | 3           |
| ☞ Beef from non-implanted steer | 2           |

Loy, 2011

## Estrogen production in humans

|                      |                    |
|----------------------|--------------------|
| Pregnant woman       | 19,600,000 ng/ day |
| Non-pregnant woman   | 513,000 ng/ day    |
| Adult man            | 136,000 ng/ day    |
| Pre-puberal children | 41,000 ng/ day     |

Loy, 2011



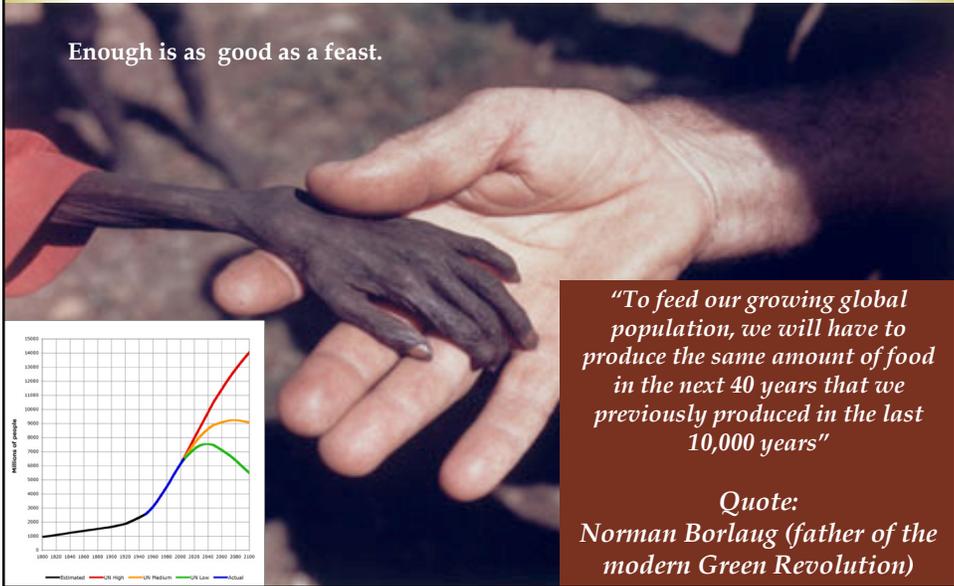
**↑ 68%!!!!**

| Item <sup>a</sup>              | Brand                     |                      | % difference |
|--------------------------------|---------------------------|----------------------|--------------|
|                                | Conventional <sup>b</sup> | Organic <sup>c</sup> |              |
| Whole Milk (Gallon)            | \$4.19                    | \$5.99               | 43%          |
| 85% Hamburger (1lb)            | \$3.99                    | \$7.99               | 100%         |
| Boneless Chicken Breasts (1lb) | \$3.69                    | \$4.99               | 35%          |
| Beef Sirloin (\$/lb)           | \$5.99                    | \$8.99               | 50%          |
| Large Eggs (Dozen)             | \$1.45                    | \$4.89               | 237%         |
| Pork Chops (\$/lb)             | \$3.99                    | \$6.99               | 75%          |
| White Bread (20oz)             | \$1.99                    | \$2.69               | 35%          |

a) Milk Price as of 8/21/2012 all others as of 7/10/2012  
 b) Hy-Vee; Overland Park, KS  
 c) Whole Foods; Overland Park, KS

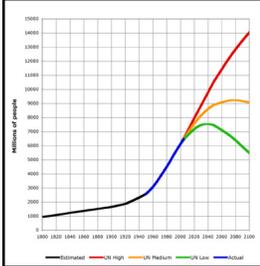
## Poverty

Enough is as good as a feast.



*"To feed our growing global population, we will have to produce the same amount of food in the next 40 years that we previously produced in the last 10,000 years"*

Quote:  
Norman Borlaug (father of the modern Green Revolution)



## Our challenge



“Provide comfort of safety for the affluent and the comfort of satiety for the poor”

– D.U. Thomson 2015

## Progress is impossible with out change.....George Bernard Shaw



- ☞ Change OUR industry for OUR future to preserve OUR heritage
- ☞ Protect human and animal health with evidence and practice-based decisions
  - ☞ Consumers don't differentiate hormones and AB
- ☞ Traceability to promote those stepping forward
- ☞ One BEEF Industry - closing the last three feet

“People who work together will win, whether it be against complex football defenses or the problems of a modern society” - Vince Lombardi

