

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present industry news about the Beef Checkoff and new resources available to producers.

Beef Checkoff ROI analysis

The return on investment (ROI) analysis, independently conducted by Dr. Harry M. Kaiser of Cornell University in June, shows the promotional efforts by the Beef Checkoff during the five-year period from 2014 through 2018 were highly effective and positive for the beef industry. Overall, every dollar invested in Beef Checkoff activities returned \$11.91 to the beef industry, driving demand.

During the five-year review period, all Beef Checkoff promotion and research activities increased total domestic beef demand by 12.8 billion pounds (lb.). Had there been no Beef Checkoff activities during that time, domestic beef demand would have been 14.3% lower. As for foreign demand, results indicated that if there had been no foreign market development efforts by the Beef Checkoff, U.S. beef export demand would have been 5.5% lower in the eight foreign markets studied within the analysis.

The Beef Checkoff expenditures align within these nine areas of focus: general beef advertising, foreign market development, industry information, new product and culinary development, product enhancement research, channels marketing, beef safety research, nutritional research and public relations. Within those categories,

advertising receives the most funding, followed closely by foreign market development, to ensure beef is at the forefront of consumers' minds and helps grow U.S. beef demand around the world.

Every five years an outside research group conducts an ROI analysis to assess the program's impact within the beef industry and to safeguard the effective and efficient use of producer dollars.

Source: Cattlemen's Beef Board

Animal Ag Alliance publishes new resources

The Animal Agriculture Alliance announced in January its new website and updated resources. With the mission of the Alliance being to bridge the communication gap between farm and fork, its website features resources to help farmers, ranchers, veterinarians and supporters of the industry engage in conversations about animal agriculture. To explore the website, visit <https://animalagalliance.org>.

Issues such as animal welfare, antibiotic use, sustainability, nutrition and animal rights activism are covered throughout the Alliance's website, including in the updated and reorganized Resource Center.

One of the Alliance's newly updated resources is the animal rights activist groups web. The web details how activist groups are connected through

funding, project collaboration and flow of staff and volunteers.

Source: Animal Agriculture Alliance

New NEPA Rules

President Trump announced Jan. 9, that his Administration will promulgate new regulations to implement the National Environmental Policy Act (NEPA).

"Over time, NEPA has evolved into a complex web of onerous processes and bureaucratic red tape," said fifth-generation Oregon rancher and Public Lands Council President Bob Skinner. "These sensible updates proposed by Council on Environmental Quality (CEQ) are welcome news to ranching families whose businesses have been impacted by the overwhelming and growing costs of NEPA compliance."

NEPA was first enacted in 1970 to "create and maintain conditions under which man and nature can exist in productive harmony," and has not undergone substantive regulatory revision since 1986.

Ranchers must undergo NEPA reviews for many reasons, but common examples include renewal of a term grazing permit, construction of range improvements, or to become eligible for participation in USDA programs.

However, due to litigation, outside pressure, an abundance of caution, and a variety of other reasons, oftentimes these costly processes

are further delayed and create an uncertain business environment for livestock producers. When finalized, the draft rules announced today will relieve that pressure, clarify exemptions, and eliminate redundancies.

Source: NCBA

Website for biotechnology regulation

On Jan. 9 in recognition of January 2020 as National Biotechnology Month, the USDA, the Food and Drug Administration (FDA), and the Environmental Protection Agency (EPA) launched a Unified Website for Biotechnology Regulation.

The website, <https://usbiotechnologyregulation.mrp.usda.gov>, streamlines information about the three regulatory agencies charged with overseeing agriculture biotechnology products and is part of President Trump's Executive Order on Modernizing the Regulatory Framework for Agricultural Biotechnology Products.

"Agricultural biotechnology has been and will continue to be an essential tool in helping America's farmers and ranchers feed, fuel and clothe the world," said U.S. Secretary of Agriculture Sonny Perdue. "

EPA Administrator Andrew Wheeler said, "EPA is pleased to be working with our partners at USDA, FDA and across the federal government to implement President Trump's Executive Order and launch this new, coordinated website."

Source: USDA




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Video should be online before February 1, 2020.



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