

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present remarks about record-setting semen sale numbers, international transparency initiatives and government actions for the protection of the U.S. food supply.

NAAB reports record sales

The National Association of Animal Breeders (NAAB) members report annual units for the categories of domestic sales, export sales, custom collected, and imported units for dairy and beef breeds. With 95% of the U.S. artificial insemination (AI) industry represented by NAAB members, these annual statistics give an unprecedented reflection of U.S. cattle semen sales.

The U.S. bovine semen industry had a record year in 2018 as it achieved more than 60 million total units reported for all categories combined. This exceeded the previous record amount established in 2017 by 3.7 million units representing an overall annual increase of 6.5%. The total number of dairy units increased by 1.68% establishing a new record with 49.1 million units while beef units also set a new record reaching 11.7 million units. Dairy and beef exports along with domestic beef units made significant contributions to the new annual record.

The domestic dairy units reported for the U.S. declined by 5.7% or 1.3 million units with a market size of 21.8 million dairy units. However,



domestic beef units sold in the U.S. increased by 1.5 million units representing an increase of 59%. While custom collected dairy units declined by 228,909 units, the custom collected beef units increased by 975,671 units for a net gain of 746,762 total custom collected units.

New records were set for both dairy and beef exported units. Just over 24.5 million units of dairy semen were exported representing an increase of 2.5 million units for an 11.4% increase over 2017. Additionally, beef semen exports reached 3.97 million units for a 12.4% increase. Top three export markets for total units in 2018 were Brazil, China and Mexico.

Source: NAAB

Virtual reality beef ranch tours gain global audience

In an effort to share more about beef farming and ranching with audiences across the globe, Beef. It's What's For Dinner. is making its virtual ranch tours available in Korean, Japanese and Spanish.

The project, made possible by the U.S. Meat Export Federation (USMEF) and National Cattlemen's

Beef Association (NCBA), contractors to the Beef Checkoff, and Iowa Beef Industry Council, will offer a variety of new audiences an opportunity to virtually experience the U.S. beef industry and production practices.

"International customers are very interested in the story behind U.S. beef, but most live in large cities and have never seen the clean open spaces where cattle are raised," said Dan Halstrom, USMEF president and CEO. "These videos allow international audiences to feel like they are right in the middle of daily life on a family ranch or farm, and a key component of that story is the tremendous care that goes into raising the animals. From genetics to grazing and feeding practices to environmental stewardship, these families make the investments necessary to raise the finest beef in the world."

The three translated 360-degree videos virtually transport the viewer to a ranch to learn more about how cattle are raised, including the ways beef farmers and ranchers care for the environment and their animals.

The 360-degree videos debuted in English last year at the Food & Wine Classic in Aspen. They are available on the Beef. It's What's For Dinner.

Continued on page 104

website at www.beefitswhatsfordinner.com/raising-beef/360-videos.

Source: Beef Checkoff

USDA and FDA to jointly oversee cell-cultured food products

The USDA Food Safety and Inspection Service (FSIS)



and the U.S. Department of Health and Human Services' (HHS) Food and Drug Administration (FDA) announced March 7 a formal agreement to jointly oversee the production of human food products derived from the cells of livestock and poultry.

FSIS and FDA released a formal agreement to address the regulatory oversight of human food produced using this new technology. The formal agreement describes the oversight roles and responsibilities for both agencies and how they will collaborate to regulate the development and entry of these products into commerce. This shared regulatory approach will ensure that cell-cultured products derived from the cell lines of livestock and poultry are produced safely and are accurately labeled.

Under the formal agreement, the agencies agree upon a joint regulatory framework wherein FDA oversees cell collection, cell banks, and cell growth and differentiation. A transition from FDA to FSIS oversight will occur during the cell harvest stage. FSIS will oversee the production and labeling of human food products derived from the cells of livestock and poultry.

Last October, FSIS and FDA held a joint public meeting to discuss the use of cell culture technology to develop products derived from livestock and poultry. The public

meeting focused on the potential hazards, oversight considerations, and labeling of cell-cultured food products derived from animals.

Source: USDA

USDA protections against African swine fever

The USDA announced March 6 additional steps to keep African swine fever (ASF) from entering the U.S., even as the disease spreads internationally. These steps strengthen the protections announced last fall after the deadly swine disease reached China. The goal remains to protect the nation's swine industry from this disease. ASF does not affect people, nor is it a food safety issue.

In coordination with the pork industry, USDA Undersecretary for Marketing and Regulatory Programs Greg Ibach has identified and shared enhanced activities to intensify multi-agency efforts to prevent ASF's entry into the U.S.

ASF is a highly contagious and deadly viral disease affecting both domestic and feral pigs in all age groups. It is spread by contact with the body fluids of infected animals. It can also be spread by ticks that feed on infected animals. For more information, visit the Animal and Plant Health Inspection Service ASF website at www.aphis.usda.gov. **AJ**

Source: USDA

PRODUCT INFORMATION
NADA #141-450, Approved by FDA

Banamine® Transdermal

(flunixin transdermal solution)

Pour-On for Beef and Dairy Cattle 50 mg/mL

BRIEF SUMMARY: (For full prescribing information, see package insert)

Non-Steroidal Anti-inflammatory Drug

Only for topical use in beef and dairy cattle. Not for use in beef bulls intended for breeding; dairy bulls; female dairy cattle 20 months of age or older, including dry dairy cows; and suckling beef calves, dairy calves, and veal calves.

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION: Each milliliter of Banamine Transdermal pour-on contains 50 mg flunixin (equivalent to 83 mg flunixin meglumine), 150 mg pyrrolidone, 50 mg L-menthol, 500 mg propylene glycol dicaprylate/dicaprate NF, 0.20 mg FD&C Red No. 40, and glycerol monocaprylate NF qs.

INDICATIONS: Banamine Transdermal pour-on is indicated for the control of pyrexia associated with bovine respiratory disease and the control of pain associated with foot rot in steers, beef heifers, beef cows, beef bulls intended for slaughter, and replacement dairy heifers under 20 months of age.

CONTRAINDICATIONS: NSAIDs inhibit production of prostaglandins which are important in signaling the initiation of parturition. The use of flunixin can delay parturition and prolong labor which may increase the risk of stillbirth. Do not use Banamine Transdermal pour-on within 48 hours of expected parturition. Do not use in animals showing hypersensitivity to flunixin meglumine.

USER SAFETY WARNINGS: Not for use in humans. Keep out of reach of children. Flunixin transdermal solution is a potent non-steroidal anti-inflammatory drug (NSAID), and ingestion may cause gastrointestinal irritation and bleeding, kidney, and central nervous system effects.

This product has been shown to cause severe and potentially irreversible eye damage (conjunctivitis, iritis, and corneal opacity) and irritation to skin in laboratory animals. Users should wear suitable eye protection (face shields, safety glasses, or goggles) to prevent eye contact, and chemical-resistant gloves and appropriate clothing (such as long-sleeve shirt and pants) to prevent skin contact and/or drug absorption. Wash hands after use.

In case of accidental eye contact, flush eyes immediately with water and seek medical attention. If wearing contact lenses, flush eyes immediately with water before removing lenses. **In case of accidental skin contact and/or clothing contamination, wash skin thoroughly with soap and water and launder clothing with detergent. In case of ingestion do not induce vomiting and seek medical attention immediately.** Probable mucosal damage may contraindicate the use of gastric lavage. Provide product label and/or package insert to medical personnel.

RESIDUE WARNINGS: Cattle must not be slaughtered for human consumption within 8 days of the last treatment. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows; use in these cattle may cause drug residues in milk and/or in calves born to these cows or heifers. Not for use in suckling beef calves, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves.

PRECAUTIONS: As a class, cyclo-oxygenase inhibitory NSAIDs may be associated with gastrointestinal, renal, and hepatic toxicity. Sensitivity to drug-associated adverse events varies with the individual patient. Patients at greatest risk for adverse events are those that are dehydrated, on concomitant diuretic therapy, or those with renal, cardiovascular, and/or hepatic dysfunction. Banamine transdermal should be used with caution in animals with suspected pre-existing gastric erosions or ulcerations. Concurrent administration of other NSAIDs, corticosteroids, or potentially nephrotoxic drugs should be avoided or used only with careful monitoring because of the potential increase of adverse events.

NSAIDs are known to have potential effects on both parturition (see Contraindications) and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. NSAIDs are known to have the potential to delay parturition through a tocolytic effect. The use of NSAIDs in the immediate post-partum period may interfere with uterine involution and expulsion of fetal membranes. Cows should be monitored carefully for placental retention and metritis if Banamine Transdermal pour-on is used within 24 hours after parturition.

Not for use in dairy or beef bulls intended for breeding because reproductive safety has not been evaluated.

HOW SUPPLIED: Banamine Transdermal pour-on, is available in 100-mL (NDC 0061-4363-01), 250-mL (NDC 0061-4363-02), and 1-L (NDC 0061-4363-03) bottles.

Copyright ©2018, Intervet Inc., a subsidiary of Merck & Co. All rights reserved.

Made in Germany
5/2017

merck-animal-health-usa.com • 800-521-5767
BV-BTD-0001 01/18