

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present new standards for organic poultry and livestock production, an opportunity to become a beef spokesperson and an ag outlook program.

USDA Publishes New Standards for Organic Livestock and Poultry Production

Oct. 25 Agriculture Secretary Tom Vilsack previewed the Organic Livestock and Poultry Standards (OLPS) final rule. This new rule establishes clear, strong and consistent standards for organic livestock and poultry production; levels the playing field for organic livestock farmers, ranchers and businesses; and promotes fairer, more competitive markets for their products, while providing consumers with more transparency about their purchases.

This change was driven by strong interest from consumers and the organic industry. USDA encouraged the public to comment, and USDA received more than 40,000 written comments, all of which were carefully reviewed to inform drafting of this final rule. USDA also hosted a listening session in August 2022 to hear public comments on the proposed rule.

The final rule outlines more consistent standards for six key areas, including outdoor space requirements; indoor and outdoor living conditions; poultry stocking densities; preventative health care

practices; physical alterations and euthanasia; and transport, handling and slaughter.

In partnership with USDA-accredited certifiers, USDA's National Organic Program will oversee the implementation of and enforce compliance with these new, more consistent standards to support the growth of the organic market.

Source: USDA

Apply Today to Become Beef Spokesperson

The Beef Checkoff-funded Trailblazers program is seeking applications for its next class of beef advocates. Trailblazers, developed by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, takes advocacy to the next level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths.

The Trailblazers program is looking for new spokespeople to participate in a yearlong hands-on program designed to train, equip and empower beef advocates. Selected candidates receive training to become expert communicators, excel in media interviews and understand how to build confidence in beef-related practices when talking to consumers.

Submit your application today to participate in the upcoming Trailblazers program beginning January 2024.

To learn more about the Masters of Beef advocacy and Trailblazers Programs, visit <https://mba.beeflearningcenter.org/>.

Source: Beef Checkoff

USDA's 100th Agricultural Outlook Forum

The USDA announced Oct. 31 the opening of registration for the 100th Annual Agricultural Outlook Forum. This landmark event, titled "Cultivating the Future," is set to be hosted in person at the Crystal City Gateway Marriott in Arlington, Va., from Feb. 15-16, 2024. All Forum sessions will also be livestreamed on a virtual platform.

The 2024 Forum program will feature a keynote address by Agriculture Secretary Tom Vilsack, a presentation on the outlook for agricultural markets and trade by USDA Chief Economist Seth Meyer, a plenary panel of distinguished guest speakers, and 30 breakout sessions covering a wide range of timely agricultural, food market and environmental issues. **AJ**

Source: USDA