

Junior Division **Certified Angus Beef®— It's Necessary For Survival**

by *Catherine Connolly, Rogers, Ark.*

Good afternoon, and welcome to another episode of “Survival of the Fittest,” a show where today’s youth can learn survival skills necessary to make responsible decisions.

Learning to survive on our own is essential, as we are all aware, because 3.5 million of us are on our own after school each day. Contrary to popular belief, we generation X’ers, Y’ers, Z’ers, or whatever we have been labeled lately, care about making wise decisions. And we here at “Survival of the Fittest” are going to keep you up-to-date with the latest and most useful information to help you navigate your way through today’s urban jungle.

What is the first thing on our minds when we walk through the door? Food, of course! We, as busy kids, need fuel for our bodies, and making healthy eating choices is easier than you think. On our show today we are featuring *Certified Angus Beef®* (CAB®) because it is consistent, nutritious, essential for a busy teen’s diet and ready when we are.

Certified Angus Beef is consistent and tastes good every time. The Certified Angus Beef LLC (CAB) program’s stringent specifications guarantee the consumer a consistent beef product. Licensed plants carefully identify Angus-influenced cattle that fall between 9 and 30 months of age. Then the carcasses are evaluated.

To ensure tenderness and taste, carcasses must exhibit at least a medium or fine degree of marbling, a USDA Yield Grade (YG) of 3.9 or leaner, and moderately thick or thicker muscling. To maintain eye appeal, carcasses that display evidence of internal hemorrhages and dark cutting characteristics are not accepted.

Only carcasses that meet these stringent specifications are certified and labeled with the *Certified Angus Beef* trademark. Because of its consistency, you can count on *Certified Angus Beef* to taste good every time — as was reflected when CAB frankfurters sold at a rate of 100 per minute at the 2002 Olympic



PHOTOS BY CORINNE BLENDER

Tell All

Juniors share their knowledge of the beef industry through extemporaneous and prepared public speaking contests.

National Junior Angus Association (NJAA) members told what they knew about the beef industry and Angus cattle to those in the audience at the 2003 National Junior Angus Show (NJAS) speech competitions in Louisville, Ky. Juniors in three age divisions — 9 to 13, 14 to 17, and 18 to 20 years — gave extemporaneous and prepared speeches July 16-17.

A special belt buckle was given to the top senior in the extemporaneous speaking contest in memory of Richard Spader. Landi McFarland, Ellston, Iowa, received the award, which was presented by Sheri Spader, Rosendale, Mo. (See “Buckle presented ...” on page 187.)

The *Angus Journal* sponsors college scholarships for the top three winners in the senior division of the prepared public speaking contest. The winner receives \$1,000; second, \$750; and third, \$500. The topic for this year’s senior division was “If you had use of unlimited resources or technology, what product would you invent to revolutionize the cattle industry on the farm, local or national level.”

For a listing of all division winners, see “2003 NJAS Award Winners” on page 162. A full-text version of the first-place speeches in each division of the prepared public speaking contest follows.

► **Above:** A junior member is questioned about his speech topic by a panel of three judges. The judges asked the questions to test the extent of a junior’s knowledge about his or her topic.

CONTINUED ON PAGE 184

Winter Games, giving Olympic glory to not only the athletes, but to a food brand.

Add ZIP to your diet

Certified Angus Beef adds ZIP to our diet. Not only does CAB taste good but it is a great source of zinc, iron and protein — ZIP, get it? Zinc boosts our immune systems and is essential for cognitive development. Iron helps carry oxygen to our brains, and we all know how important that is for homework. Iron from beef absorbs seven times faster than the iron found in vegetables, cereals, fruits and nuts. Finally, beef is a great source of protein. This



► The extemporaneous speech contest puts juniors on the spot. They have to talk about a topic ranging from *Certified Angus Beef*® to current issues in the beef industry, such as country-of-origin labeling.

important nutrient is needed for growth and to repair skin and muscles. Beef adds ZIP to our diet and spring to our step!

As if this isn't enough nutrition, beef also provides important B-complex vitamins such as riboflavin, thiamin and B₁₂. These vitamins are vital for the release of energy from food and aid in growth of healthy hair, nails and skin — something all of us at our age definitely desire! It doesn't take a rocket scientist to see that beef carries a "power pack" of nutrients that are necessary for growing bodies.

By the way, I know we all eat enough chicken to be healthy enough for 10 kids. But did you realize that beef is much more nutritious than chicken? Let's take a quick look and see how chicken stacks up against the nutritional value of 3 ounces (oz.) of beef. You would have to eat 5½ chicken breasts to get the zinc, 3 chicken breasts to get the iron, 2½ chicken breasts to get the riboflavin, 1¾ to get the thiamin, and 7 chicken breasts to get the B₁₂. No matter how you slice it, you would have to eat a lot of nuggets, tenders and fingers to get the same amount of nutrients found in one, 3-oz. serving of beef!

Certified Angus Beef plays an important role in a teen's diet. Our generation is not known for great eating habits. In fact, studies show that 55% of boys and 68% of girls are not eating the recommended servings of protein suggested by the Food Guide Pyramid, but are getting over 40% of daily energy intake from fat and added sugars. That means that our bodies are at a huge disadvantage when it comes to growing and maturing.

Although statistics on boys were hard to find, studies show that 60% of girls between the ages of 12 and 19 are not consuming the recommended levels of iron, nearly half don't get enough zinc, and one-third don't eat foods that contain adequate levels of vitamin B₁₂. I hope by now you all get the drift — adding beef to our diets to meet our nutritional needs is really a no-brainer!

Convenient products

Certified Angus Beef is always ready when we are. For sandwiches, for lunch or after school, CAB offers great-tasting pastrami, salami and bologna. For a quick snack for a group of kids, frankfurters or smoked



► Making eye contact with the judges is an important part of delivering a speech. Many juniors spent several weeks preparing for the speech contest.

sausages heated in barbecue sauce is a hit. Beef sticks sliced and served on crackers is great for a homework power-munchie. Dinner duty is stress-free with CAB products like precooked top sirloin,

meatloaf, corned beef and roast beef. And let's not forget the frozen burger patties that are always a favorite. Teens can take charge of hunger cravings in minutes with *Certified Angus Beef* products.

Thank you for joining us on "Survival of the Fittest" and our segment on *Certified Angus Beef*. I am sure that all of our viewers will agree that *Certified Angus Beef* offers a bundle of nutrients that cannot be outdone by a pile of poultry. It adds balance to a busy teen's diet, it has a standard of excellence that is always consistent, and finally, quick and tasty products for snacks and meals that are ready when we are.

I would like to thank the Certified Angus Beef program and the National Junior Angus Association (NJAA) for sponsoring today's episode of "Survival of the Fittest."

"It doesn't take a rocket scientist to see that beef carries a 'power pack' of nutrients that are necessary for growing bodies."

**Intermediate Division
COOL Is Not Cool**

by Rachel Bartholomew, Archie, Mo.

How many of you are cattlemen or know someone who is?

How many of you raise cattle part time instead of as a career because of the low profit margins?

As a part-time producer, are you willing to pay more to produce those cattle than you will get in returns? Within the next two years, this could be a reality. Today, I will inform you of the country-of-origin labeling law; how it will affect consumers, producers and the industry; and why this law needs to be reconsidered and revised.

Country-of-origin labeling, also known as COOL, is part of the 2002 Farm Bill and is scheduled to take effect on Sept. 30, 2004. COOL requires any person or entity in the business of supplying a retailer a commodity covered under the COOL law to provide its country of origin. The law specifically says, "Any person in the business of supplying a covered commodity to a retailer shall provide information to the retailer indicating country of origin."

Commodities covered under the COOL law include fresh muscle cuts of beef, pork, lamb and fish; as well as fresh fruits, vegetables and peanuts. Noticeably absent from the current law are products sold through foodservices such as hotels and restaurants, and further-processed products.

The purpose of this law is to allow consumers to make informed decisions on their purchases based on where the product came from. As consumers, COOL offers the opportunity to support the U.S. producer and know the origin of your food when purchased.

Revisions needed

The intent of this law was good, but I believe it was written too quickly, without consideration to how it will affect the agricultural industry. I don't believe the COOL law will be effective unless it is reconsidered and revised. Let me explain.

First of all, COOL can't work without mandatory identification (ID) on each

"The country-of-origin labeling law needs to be reconsidered and revised."

separate item produced. In other words, each individual item needs to have its own unique form of identification, such as an electronic identification device, or EID, number.

However, mandatory ID has not been written

into the law. In fact, the law prohibits the United States Department of Agriculture, or USDA, which is responsible with implementing COOL, from establishing a mandatory livestock identification system.

Developing this kind of a program to be used consistently nationwide could be very costly. This also could be very hard to manage and maintain. A brand on the hide of an animal won't work, because it can't be read after the animal is processed. Clearly, tattoos won't work for the same reason, and ear tags can't be used throughout the production line either.

Who bears the burden?

Secondly, if the COOL law is implemented in its current form, it will negatively affect the industry overall. There's increasing concern that the burden will fall to U.S. producers to certify that the product was born and raised in the United States. Most

likely the additional costs for a mandatory ID system or other recordkeeping strategies will fall back onto the producers.

Bryan Dierlam, director of legislative affairs for the National Cattlemen's Beef Association, or NCBA, stated, "There is no doubt that the result of this law will be an additional burden to producers, but to what degree is yet to be determined."

Tyson Foods Senior Vice President for Cattle Procurement, Bruce Bass, said, "Only producers can verify the law's 'born-in, raised-in' components." The costs this will bring to producers and processors, including documentation costs and third-party-verification costs, will most likely be their responsibility. This will lower their incomes

How'd they come up with that?

Ever hear a great speech and wonder how that junior member came up with that idea? Two of the top winners in the prepared public speaking contest at the 2003 National Junior Angus Show (NJAS) share their topics, how they came up with the ideas and how they researched their subjects.

Kindra Wood, Holly Pond, Ala., won second place in the intermediate division with her speech, "Just the Cow."

"It was about the byproducts that we get from cattle," Wood explains. "I came up with it because I am competing in the beef ambassador program in Alabama, and I just thought it would be a better way to educate others about the main products that we get from beef cattle, not just beef."

She says her research came from an informational packet from the Alabama Cattlemen's Association that included some of the information she used in her speech and also some helpful Web sites. She also found the National Cattlemen's Beef Association (NCBA) helpful. It took her about two weeks to compile the research and write her speech.

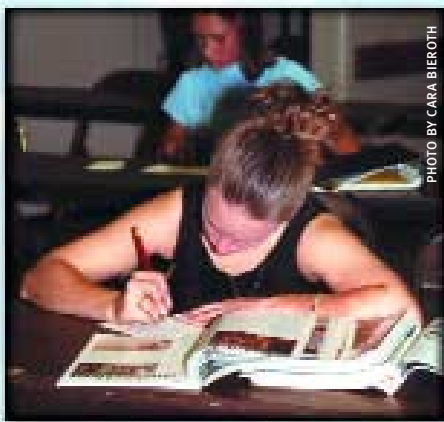
Wood says she was also able to practice the speech before nationals when she competed in the Alabama beef ambassador program.

Zebadiah Gray, Toledo, Iowa, placed third in the intermediate division. He took a different approach to his speech. He decided to talk about the beef industry in general. Points he highlighted include (1) the urban view of the beef industry; (2) how cattle help the environment, not hurt it; (3) the economic impact beef has on the U.S. economy; and (4) the three main nutrients you get from beef.

Much of his information came from a 3-hour youth beef team training seminar offered by the Iowa Cattlemen's Association. NCBA and other Web sites were also helpful in his research process.

Wood offers advice on how to select a good speech topic and says, "Do your speech about anything that you feel is important that a lot of people probably wouldn't know about so it will seem interesting to others, and look for ideas that would help educate youth across the nation about cattle."

— by Corinne Blender



▶ A junior member writes down her ideas to prepare her speech in the 30 minutes allotted before she must perform. The *Angus Journal* and other beef magazines are favorite resources to bring in to the extemporaneous preparation room.

as well as the rest of the production line.

Distributors, grocers and vendors will have to create a unique UPC code for each individual cut of meat and each specific vendor.

Recently, Wal-Mart has announced it is considering switching to RFID technology (radio frequency identification) or EID tags from UPC codes to track all items in the store. Along with this, Microsoft has announced that they are developing a program to help grocers convert to RFID from UPC labels. This could help to develop a program that could consistently work across the nation. However, this could also add more costs to everyone — from the producer to the consumer.

As a result of concerned producer groups, an amendment has been proposed to include poultry and goats as covered commodities. Also, according to *BEEF* magazine's *Cow-Calf Weekly*, as of Thursday, June 26, 2003, the target date for COOL to be implemented has been delayed by the House Appropriations Committee to allow further time for investigation and hearings before implementing mandatory country-of-origin labeling. The provision delays implementation of COOL until Sept. 30, 2005.

As of Tuesday, July 15, the House passed legislation that forbids the USDA from

spending any money to enforce the current COOL law. This latest development was reported by *Meatpoultry.com* and Fox News.

After presenting you with this information, I ask you, "Is it all worth it?" I think not. As someone who raises beef myself, this greatly affects me, even as a teenager. Production costs implemented with COOL will make raising livestock myself increasingly difficult. As a teenager, I cannot afford the additional cost this could potentially cause. Can you?

In review, the country-of-origin labeling law needs to be reconsidered and revised. It can't and will not work without a consistent mandatory ID program across the nation. Secondly, additional production expenses will end up costing everyone in the process more. This law was not well thought out when it comes to how it will be implemented or how it can effectively work. No doubt, country-of-origin labeling is important. However, it is more important that the implications of COOL are understood, which will ultimately affect our nation's safe and plentiful food supply.

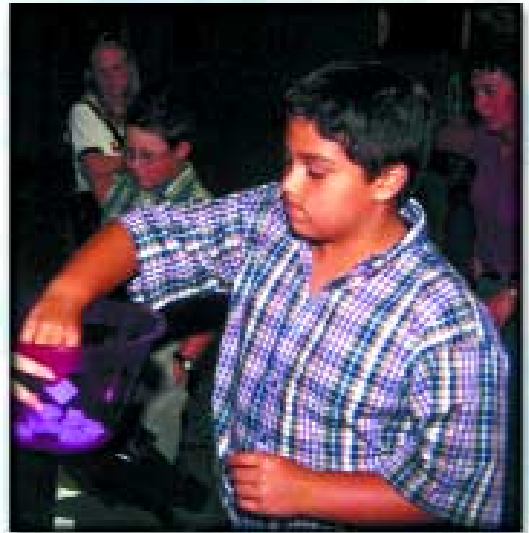
Thank you.

Senior Division Can Beef Be Proven Drug Residue Free?

by *Rebecca Scharpe, Arlington, Minn.*

Imagine with me that you are paging through your favorite agricultural publication. It could be a farm magazine or an agricultural newspaper. Or maybe, it is the *Angus Journal*. As you flip through the brightly colored pages of advertisements, pictures and articles, one story catches your eye. As you begin to read, you realize that this is something that is going to revolutionize the beef industry.

Let's back up for just a minute. Let me explain how this earth-shattering piece of journalism came into print. This article you were reading presents a product that will make a huge impact on the beef industry. It is an invention that will change the consumer's attitude toward beef.



► An extemporaneous speech contestant selects three topics out of a pool of 10. From those he must decide on what topic he will give his speech.

What consumers want

Let's first focus on what consumers want. Through working at a meat market in my hometown, I realized that consumers want quality and consistency in the products they buy. By offering my customers *Certified Angus Beef®* (CAB®), I was able to guarantee the quality they were looking for.

In addition to that, consumers also want a safe product. They want beef that is free from antibiotics and other drug residues. Consumer groups, such as the group Keep Antibiotics Working, believe that antibiotic use in food-producing animals has led to a class of bacteria that is resistant to antibiotics.

It is more likely that it is the medical profession that has overused antibiotics, many times under the insistence of their patients, leading to antibiotic-resistant bacteria. Another cause is that the patients themselves do not properly use their antibiotic prescriptions. Antibiotic use in cattle has never been shown to have an effect on human health. Many of the antibiotics used for cattle are not even used in human medicine. However, perception is often a greater influence than fact.

The fast-food restaurant chain, McDonald's, has brought this issue to the front pages with its recent announcement of a new policy that seeks to reduce the antibiotics used by its meat suppliers. Under the insistence of Keep Antibiotics Working and its nationwide protests, McDonald's has created a global policy on antibiotic use in



PHOTO BY CARA BIEROTH

► A junior receives a pep talk from his father before giving his speech. Parents play a vital role in supporting juniors in the public speaking contests.

food-producing animals to be phased in by the end of 2004. It calls for the phasing out of antibiotic use in food-producing animals.

Antibiotic-resistant bacteria have become a growing concern among the health care industry. As more bacteria grow resistant to different antibiotics, health care professionals are tightening their grip on antibiotic use. Meanwhile, consumers are becoming

worrisome that the beef they are eating may be contaminated with antibiotic drug residues. In order to keep competitive beef sales and satisfy consumers, we must produce a safe product that is free from antibiotics.

“With the use of unlimited resources and technology, I would invent a scanner to detect the presence of drug residues in beef.”

Technology tools

This past year, as a third-year nursing student, I had the opportunity to study at the Mayo Clinic in Rochester, Minn. There, I saw a number of different technological advancements for diagnosing illnesses and creating computer images of the human body. What if we could use the same technology to scan meat for drug residues? With the use of unlimited resources and technology, I would invent a scanner to detect the presence of drug residues in beef. Perhaps, it would work similar to an MRI (magnetic resonance imaging), giving us a distinct picture of the meat product and exactly where any drug residues are remaining.

Once we have a beef product we can guarantee as drug residue free, we can combine it with a quality product. By making *Certified Angus Beef* a drug-residue-free (DRF) beef, we will have created a beef product that has the quality the consumer expects, with the safety they have been waiting for, all under one label, CAB/DRF. We can do a lot of things with technology, but in the end we still need to give consumers what they want, and in today's society, they want drug-free beef every time. Drug-residue-free CAB can do this.

Drug-residue-free CAB would work together with Beef Quality Assurance programs that were initiated in 1987 and endorsed by the National Cattlemen's Beef Association (NCBA). Beef Quality Assurance, otherwise known as BQA, provides instruction for producers to prevent drug residues from contaminating beef

product and ensuring continued food safety.

Currently, the BQA program includes a section on the judicious use of antibiotics. This portion contains 14 guidelines specific to antibiotic use. It includes emphasis on preventing the problem in order to avoid antibiotic use. It sets specifics about how to select which

antibiotic to use, avoiding antibiotics that are important to human medicine, as well as using lab results to select antibiotics that will specifically target the microorganism, and always consulting with your veterinarian.

These guidelines also state that you should be treating the fewest number of animals, as compared to a whole herd, and maintaining and following strict withdrawal periods. By following the BQA program, antibiotic residues and their influence on antibiotic-resistant bacteria should not be a problem.

Why then do we need a scanner to detect residues? A scanner could set aside the concerns of consumers. It would affirm that beef producers are taking heed of antibiotic use and following proper guidelines, without introducing risk to consumers. It would restore society's confidence in the beef industry and create a truly desirable product that consumers would feel safe and certain about, when serving it to their families.

Today I have discussed with you what I would do with the unlimited use of resources and technology. The creation of a scanner to detect the presence of drug residues in beef would improve consumer confidence in the product we produce. It would give consumers the added security that the beef in the meat counter not only meets a high standard for quality, but has also been proven to be a safe, drug-residue-free food source.

Let's go back to that article you were reading. The headline simply states: "Beef Sales Top the Market." It continues to say that the demand for beef is at an all-time high. Consumers are raving about the quality and safety of drug-residue-free *Certified Angus Beef*. And those advocacy groups, such as Keep Antibiotics Working, have now found new cause.



PHOTO BY CARA BIEROTH

Buckle presented in memory of Dick Spader

Working with youth was a passion of the late Richard "Dick" Spader, former American Angus Association executive vice president. Dick was known for his ability to communicate effectively, and he enjoyed helping develop those abilities in Angus youth.

The American Angus Auxiliary has developed, in his honor, the Richard L. Spader Memorial Belt Buckle Award, to be given to the top National Junior Angus Association (NJAA) senior extemporaneous speaker. This award will be given annually at the National Junior Angus Show (NJAS).

"This award would make Dick proud," says his wife, Sheri. "He believed strongly in supporting youth programs and saw firsthand how those programs helped develop our sons' abilities to communicate. The importance of good communication skills is something he wanted to share among other youth through programs developed by the NJAA."

His career with the American Angus Association began in 1969 as the assistant director of public relations. In 1973 he was appointed the assistant director of performance programs and in 1976 was chosen to lead the department as its director. He was named executive vice president of the American Angus Association in 1981 and served in that capacity until 2001.

— by *Angie Stump Denton*

► **Above:** A belt buckle was given to the top senior in extemporaneous speaking in memory of the late Richard L. Spader. Landi McFarland, Ellston, Iowa, received the award.

