



# Newsletter

November 2007

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## Dates to Remember

### November

- 1** Southern Cattle Company Fall Sale - Marianna, FL
- 2** Jorgensen Land & Cattle Angus Bull Sale - Arcadia, FL
- 2-4** Eastern National 4-H Horse Roundup - Louisville, KY
- 5** Three Trees Farms Bull Sale - Woodbury, GA
- 10** Swine Judges Clinic - Gainesville, FL
- 12-15** National 4-H Livestock Judging Contest - Louisville, KY
- 17** Florida's Little International Livestock Show - Gainesville, FL
- 27** Beef Cattle Nutrition Short Course - Interactive Video/Various Florida Locations
- 29** Growing Pine Trees and Grazing Livestock on the Same Pasture - Jacksonville, FL
- 30** Lemmon Cattle Enterprises - Lake City, FL
- 30** All Breed Bull Sale - Arcadia, FL

### December

- 5-7** FCA Year-End Quarterly Meeting - Plantation Inn; Crystal River, FL
- 6-7** Basic Meat & Poultry HACCP Training - Kissimmee, FL
- 7** Calhoun Performance Tested Bull Sale - Irwinville, GA
- 8** 4-H/FFA Horse Judging School - Gainesville, FL

## Basic Meat & Poultry HACCP Training Course

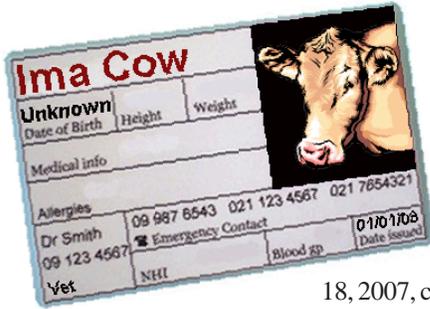
*Radisson Worldgate Resort; Kissimmee, FL*

*December 6 & 7, 2007*

This program is designed to provide the attendee with a working knowledge of HACCP and its supporting programs. The information will be presented by certified instructors in short, concise lectures. In addition, within small working groups, the attendees will actually develop a HACCP plan and present it to the class for discussion and critique.

Upon successful completion of the course, the attendee will be registered with the International HACCP Alliance and recognized as completing a HACCP training program.

For further information or to register, visit the UF/IFAS Animal Science web site at <http://www.animal.ufl.edu>, or contact Larry Eubanks at [leubanks@ufl.edu](mailto:leubanks@ufl.edu) or (352) 392-7528.



## Cattle Back Verification For Age Will Cease January 1, 2008

USDA announced October 18, 2007, cattle eligible for export verification programs (e.g., Japan which requires age verification) can no longer be back verified as of January 1, 2008.

Back verification is a method used by the industry to verify age of cattle after the cattle have left the ranch of origin.

The immediate implication is that all cattle that have left the ranch of origin – those on grass or on the way to the feedyard – must be age verified by January 1, 2008, or the cattle will not be eligible for EV programs requiring age verification (e.g., Japan).

Long term, this means cattle must be age verified before they leave the ranch of origin or the cattle will not be eligible for age verification premiums.

USDA indicated during the call the Japan EV program never intended for back verification to be the primary method to secure age verified cattle. And, by establishing January 1, 2008, as the date for back verification to become ineligible, USDA will be addressing the original intent of the Japan EV program.

The industry will undoubtedly seek the most cost effective, efficient method to respond to departure of back verification. Many industry solutions exist. IMI's SupplyVerified offers a best value solution for third party verification.

SupplyVerified is a USDA-approved, patent-pending, offsite/desk supplier evaluation system. SupplyVerified provides a mechanism to ensure the evaluations are conducted using a system that is automated, easy-to-use and proven. To get started, visit <http://www.cattlenetwork.com/kit%20emailed.pdf> or call (303) 895-3002.

**SOURCE:** **Cara Gerken**  
IMI Global  
By: **CattleNetwork Today**  
<http://www.cattlenetwork.com>  
Release - October 19, 2007



## USDA Purchases Electronic ID Tags to Advance Animal Disease Control Capability

The U.S. Department of Agriculture (USDA) has announced contracts with three manufacturers to produce 1.5 million radio frequency identification ear tags that are compliant with National Animal Identification System standards. The

combined cost of the contracts is \$1.7 million. The ear tags will be used specifically for USDA state-federal cooperative disease control and eradication efforts, such as bovine tuberculosis and brucellosis and will be distributed in geographic areas which are determined to be of increased risk for disease outbreak or spread.

“Today’s announcement marks another step in our efforts to reach our long-term goal to trace an animal within 48 hours during a disease outbreak,” said Bruce Knight, under secretary for USDA’s marketing and regulatory programs. “Production and distribution of these National Animal Identification System compliant tags for existing program and disease uses will make it easier for state and federal officials to trace production animals to their source in the event of a disease outbreak or animal health emergency.”

The ear tags will use radio frequency identification device technology, which will allow producers and animal health officials to electronically identify and store information contained on a tag that is attached to an animal. This will greatly increase the efficiency of an animal disease investigation that involves tracing of exposed and potentially infected animals. The radio frequency identification technology also increases the accuracy of information collected from the tags attached to animals of interest.

Three manufacturers are under contract to produce the radio frequency identification ear tags: Allflex USA Inc., Dallas Ft. Worth Airport, Texas; Digital Angel Corp., South St. Paul, Minn.; and Global Animal Management, Summit, N.J. The average cost per unit to USDA for the bulk purchase is approximately \$1.13 per tag.

The National Animal Identification System consists of three components: premises registration, animal identification and tracing. The premises registration component of the system ensures the availability of a nationwide communications network to assist livestock owners and animal health officials in the event of an animal disease event. More than 420,000 premises nationwide have been registered to date.

**SOURCE:** **Wayne Maloney**  
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Release - October 19, 2007



## National Stocker Survey is in the Mail

“The stocker and backgrounding segments have always been critical to the overall success of the beef industry. The structural changes brought about

by higher grain prices and input costs make these segments even more critical, though,” says Dale Blasi, Kansas State University (KSU) beef stocker specialist. “Consequently the information provided by this survey, at this point in history, is essential to characterize management practices and identify opportunity on a national basis. The time backgrounders and stockers invest in completing this survey is truly an investment in their future.”

He’s talking about the National Beef Stocker Survey being conducted by *BEEF* magazine, with cooperative input from 12 land-grant universities. These include: Auburn University, Iowa State University, Kansas State University, Mississippi State University, North Carolina State University, Oklahoma State University, South Dakota State University, Texas A&M University, University of Florida, University of Missouri, University of Nevada, and Western Kentucky University.

The surveys are being mailed this week to a list of stocker operators and backgrounders representative of the industry in terms of size and geography. What’s more, every stocker operator and backgrounder has an opportunity to participate in this historic survey by completing it online (see instructions at end of this article).

“Information provided by this survey will help all of us charged with serving the stocker and backgrounding industries serve them more effectively,” Blasi says. “Results from this survey will be used by universities, industry leaders and allied industry to guide their activities and investments in programs, products and research focused on the needs and concerns of stockers and backgrounders.”

Despite the fact that a majority of fed cattle spend some portion of their post-weaning, pre-feedlot lives in a growing or straightening-out program, there’s never been a national effort to benchmark and characterize the management practices and challenges of stockers and backgrounders. The best resource that producers and those serving them have had are estimates and guesses based on cow-calf and feedlot survey information assembled by the National Animal Health Monitoring Service. The most recent of those occurred in 1997-1999.

So, please complete a survey if you receive one in the mail. If you don’t receive one, please go online and do so. Keep in mind, all information provided by producers is held in confidence and only used to tabulate collective responses.

To participate in the National Beef Stocker Survey online, go to <http://www.snap-surveys.com/prismb2b/grau/NSSAlt/ntlstkr07alt.htm>.

**SOURCE:** **BEEF Magazine**  
<http://beefmagazine.com/>  
 Release - October 23, 2007



## American Meat Institute Launches New Consumer Information Initiative ‘Meat Matters’

### *Case Ready Meat Packaging Technologies, Product Dating Among Topics Addressed in New Brochure Series*

The American Meat Institute (AMI) announced a new consumer outreach initiative called “Meat Matters,” a series of brochures that can be downloaded and printed from a new, centralized web site [MeatMattersInfo.org](http://MeatMattersInfo.org).

The Meat Matters series of brochures is designed to be easily printed for use by consumers, retailers and foodservice operators. The seven brochures in the new “Meat Matters” series include:

**Case Ready Meats:** This brochure details the growing trend in packaging meat at the plant under federal inspection for direct placement into the retail case without further cutting or handling. The brochure details the benefits of each system and explains the impact that meat packing may have on meat freshness and meat color.

**Product Dating:** An invaluable guide for consumers, the brochure explains the different types of dates that appear on packages including use-by dates, sell-by dates and “best if used by” dates. The brochure also features a chart detailing storage times for fresh and processed products.

**Safe Handling of Meat and Poultry Products:** This brochure details recommended handling and cooking practices to ensure meat and poultry safety all the way to the table.

**Meat and Poultry Nutrition:** The value of animal protein in the diet is detailed in this brochure. Consumers can find a quick reference guide to the amount of protein they need and how to determine – with their eyes – how many ounces they are consuming.

**Livestock Cloning:** The emerging science of livestock cloning is explained in understandable terms in this brochure, which details the level of scientific review the technology has undergone.

**Animal Welfare in the Meat Industry:** This brochure explains the regulatory requirements for ensuring that livestock handled by meat plants are treated humanely. The brochure also details voluntary efforts by the meat industry to go above and beyond regulatory requirements.

**Consumer’s Guide to Enhanced Meats:** This brochure details how the meat industry is using enhancing solutions in lean meat cuts to maintain juiciness, prevent overcooking and



ensure good eating experiences.

AMI sought comments from government, industry and academia in the development of the brochures. The Institute plans to add to the series over the next year with brochures addressing other timely and emerging topics.

“The fact is – meat does matter. We are proud of the products we produce and decided it was time to speak more directly to the consumer. We cannot rely on the media alone to communicate important messages about food safety, nutrition, animal welfare and meat quality,” said AMI President J. Patrick Boyle. “We believe that these brochures and their companion download site can be a valuable resource to our customers.”

AMI will be providing these materials to reporters nationwide to ensure that they have consumer-friendly information they can use in preparing stories. The Institute will alert consumers to their availability through syndicated media services.

The “Meat Matters” series is available, and downloadable, at <http://www.meatmattersinfo.org>. Electronic files are available to retailers and foodservice operators who wish to customize brochures by adding their logos.

Visitors can subscribe to receive alerts when new brochures are released or to be notified when existing brochures are updated.

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## Swine Judging Clinic

**10:00 a.m. - 3:00 p.m.**  
**UF/IFAS, Animal Science Department**  
**Saturday, November 10, 2007**

**This clinic is designed for:**

1. Livestock show judges and officials.
2. Livestock agents and ag teachers whose students show pigs.
3. Livestock show management and fair board members.
4. Breeders who market pigs to 4-H and FFA members for show.

**Registration Fees:**

October 5	\$40.00
October 12	\$50.00
November 2	\$60.00

**Schedule of Events:**

**AM**

- 9:00 Registration Begins
- 10:00 Introduction and Background  
 Addressing Problems With Exhibited Pigs  
 Feeding for Exhibition

**PM**

- 12:00 Lunch (Provided)  
 Carcass Demonstration  
 Judging Live Market Hog Classes
- 4:00 Adjourn

**For more information:**

Visit the web site at <http://www.animal.ufl.edu/SwineJudgingClinic.pdf>

**or contact:**

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