



Outlook for U.S. Cattle Producers in 2016

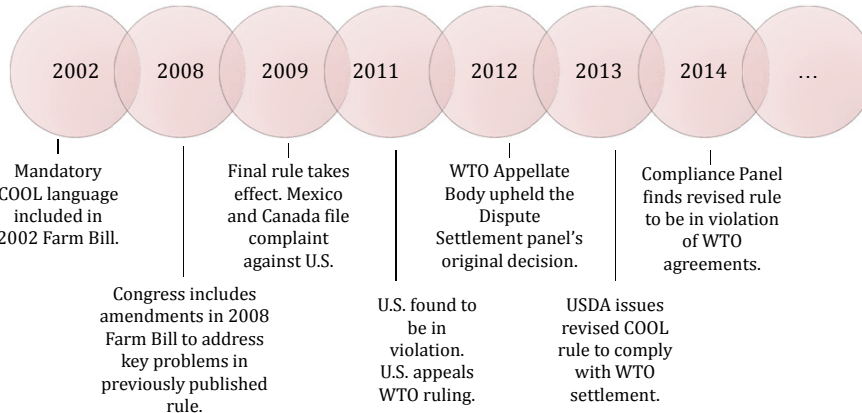
Jess Peterson



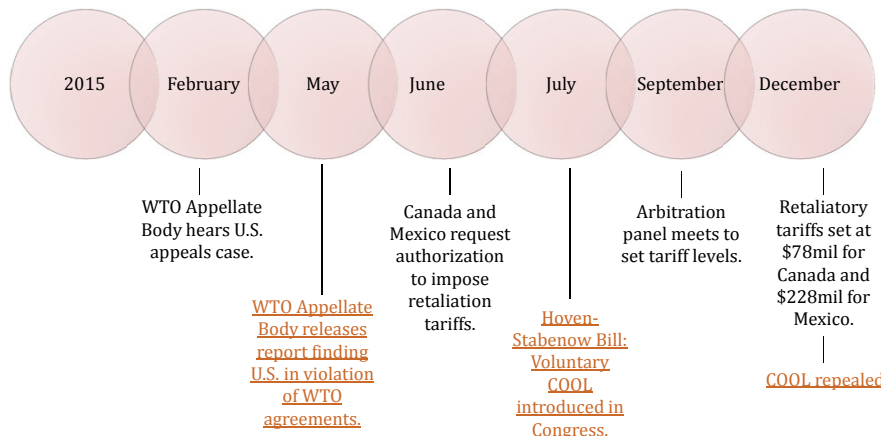
Industry Trends & Issues:
What's on the Horizon?

- **Labeling**
 - Origin Labeling (COOL)
 - GMO
- **Farm Bill 2018**
 - Discussions underway, will there be a separate bill? Nutrition title
- **Endangered Species Act**
 - Sage Grouse: "Victory" in public-private partnership
 - The urge to list vs advancing a quantified - successful multi stakeholder conservation strategy
- **Today's Cattle Market: Trends, Transparency & Trade**
 - TPP's impact on Ag & industry

COUNTRY OF ORIGIN LABELING



COUNTRY OF ORIGIN LABELING, pt. 2



COUNTRY OF ORIGIN LABELING, pt. 3

• [December 21, 2015 - FSIS Notice](#)

Wins and Losses: What the Omnibus Means for our Food and Water

Forbes / Food & Agriculture

DEC 21, 2015 @ 04:56 PM 62,043 VIEWS

Quashing Consumers' Right-To-Know, Congress Repeals Country-Of-Origin-Labeling For Beef And Pork

the salt SHARE TO GET YOUR PLATE



Was That Steak Raised In The USA? Soon, It'll Be Hard To Know

NEWS

Where's Your Meat From? Congress Repeals Country-of-Origin Labeling

Forbes / Pharma & Healthcare

DEC 22, 2015 @ 07:00 AM 2,313 VIEWS

How Removal Of Origin Labels Could Hurt Our Food Supply

Say Good-Bye to 'COOL': Congress Repeals Country-of-Origin Meat Labeling Rule

Without these labels, consumers will have a hard time telling whether their meat is from America or Brazil.

GMO LABELING

"What we're facing today is not a safety or health issue – despite claims by my colleagues on the Senate floor. It is a market issue. This is really a conversation about a few states dictating to every state the way food moves from farmers to consumers in the value chain."

SENATOR ROBERTS

"I believe that if the federal government is going to take away states rights, we have the obligation to create a national system of disclosure that provides information to consumers in an easily accessible way."

SENATOR STABENOW



2019 FARM BILL



Conservation

-CSP, EQUIP, RCPP = positives for livestock production, environment and wildlife habitat Especially for threatened or endangered species



Crop Insurance

- Proposed Cuts – Effects on conservation



Livestock Title?

-Packers and Stockyards Act Reform; Labeling;

ENDANGERED SPECIES ACT

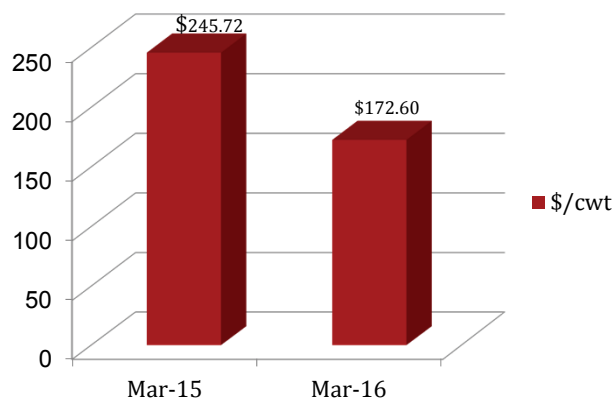
- ESA & Wildlife:
placing value of one species over another?
 - Monarch habitat:
pollinator discussion
and the need for
milkweed, etc.
 - President's Bee
Initiative
 - Wild horse and burros:
horses over livestock?
Horses over healthy
rangelands?
- Producer-Driven
Partnerships:
 - Sage Grouse Initiative: a
model for success
 - How do we build on this
 - Multiple stakeholders –
shared vision = Everyone
wins





Markets operate best with informed and active participants – Bruce Cobb

MARKET: HISTORICAL v. TODAY

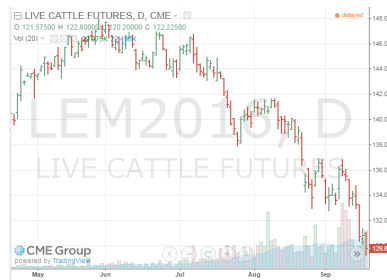
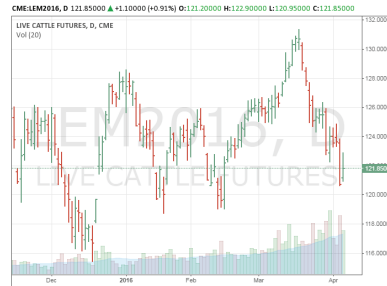


U.S. FEEDER CATTLE PRICES – March 2015 & 2016

Source: National Agricultural Statistics Service, Agricultural Marketing Service, and Economic Research Service.

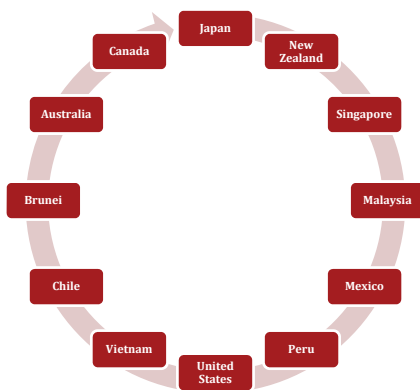
CATTLE MARKETS

- Changes in CME Trading
- 2015 Year Livestock Mandatory Price Reporting Law
 - Reauthorized every 5 years
 - Overview of MPR Study being conducted
 - Dr. Joe Parcell (Mizzou)
 - Dr. Glynn Tonsor (K-State)
- Packers & Stockyards Act
 - Possible definitions and clarifications in the next Farm Bill

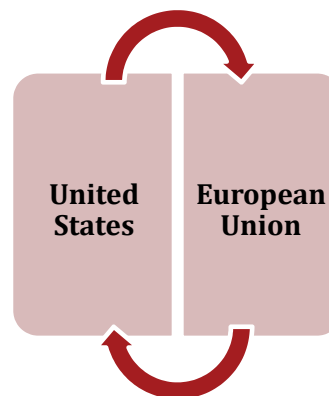


TRADE: TO BE OR NOT TO BE?

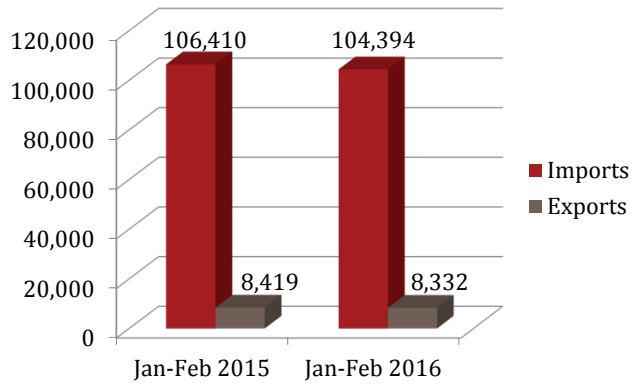
Trans-Pacific Partnership



Transatlantic Trade and Investment Partnership

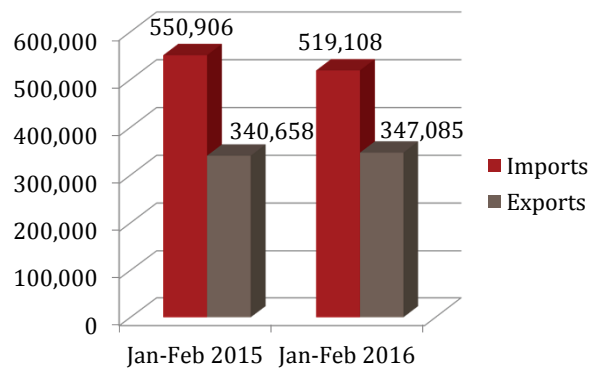


TRADE: HISTORICAL v. TODAY



TOTAL U.S. CATTLE TRADE - January-February 2015 & 2016

TRADE: HISTORICAL v. TODAY



TOTAL U.S. BEEF & VEAL TRADE - January-February 2015 & 2016

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USCA Horn Wrap

Date: Calls are held on the first and third Tuesdays of each month.
Time: 9:00 a.m. Eastern, 8:00 a.m. Central, 7:00 a.m. Mountain, 6:00 a.m. Pacific
Call in number: 866-254-5984

QUESTIONS?

Email: jess@wssdc.com
Direct: 202-870-3867

