THOUGHTS   CONCERNING   MIS-REPRESENTATION

3-23-16
During recent weeks there have appeared several comments concerning "beef safety" from Consumer Reports and Dr. Oz.  These comments range from "grass fed" to "harvest facilities" but do not include "conventional raised beef."  Now I would like to add my two cents worth.  Various people have commented including Amanda Radake from Beef Daily and Lauren Schlothaver in " De-Coding Dr. Oz's special on American Beef.  Also, from the L. A. Times article -- Real world doctors fact check Dr. Oz and the results aren't pretty.

Much of the information cited, in these two reports, may be classified as emotional or fear mongering  advice. The items referenced can have different meanings to different folks, all according to their interpretations.

There are several methods used by farmers/ranchers to raise beef cattle: Grain Fed or Conventional; Grass Fed; Organic and Natural. All are safe methods, just that different management practices are involved. We as farmers/ ranchers are continually concerned for raising and caring for a safe, tasty and healthy beef supply,  all the while using our natural resources wisely -- sustainability.

From a wide variety of experiences, study of nutritional reports and dietitians evaluations indicate the nutritive value of beef is very minimally affected by method of raising. Also, safety of beef and beef products are influenced by proper handling, cooking temperatures and cleanliness during preparation procedures, not by method of raising.

All beef, regardless of method of raising spend 75 to 80 % of their lives consuming "grass."  The feedlot phase of conventional or grain fed beef only last about 120 to 150 days. From my earlier animal nutrition classes, cattle are fed a balanced ration (diet) of grains (corn, wheat, barley), forages (grass hay, silages), and by-products (cottonseed, soybean hulls, distillers grains, soybean meal and others). These feedstuffs are combined to meet the energy and nutritional requirements for cattle at various stages of growth by a nutritionist, that feedlot facilities have on staff for that purpose and to insure cattle are properly fed and cared for.

It is puzzling as to "why" these two reports in particular gather information from "only grass fed farmers,"  not included were conventional farmers. We have a very diverse family of consumers (american families), each with different food requirements. I think there is a place for each food producer to market their product without down-grading another.  After all, we are all in the business of raising foods for american families. There are different methods of raising cattle and regardless of the method, its always safe, tasty and nutritious.

I would like to refer you to a series of articles for additional information and explanation.
1[- All Food Labels Are Not Created Equal](http://weebly-file/1/8/9/9/18991133/all_food_labels_are_not_created_equal.docx)
2- [Consumer Report](http://weebly-file/1/8/9/9/18991133/consumer_report_comments.docx)
3- [Whats The Meat Label Say and Why](http://weebly-file/1/8/9/9/18991133/what_meat_label_2-9-15_want_to_know.doc)
4- [Antibiotics In Beef](http://weebly-file/1/8/9/9/18991133/antibiotic_use_in_beef_august_5_2015.docx)
5- [Antibiotics Again](http://weebly-file/1/8/9/9/18991133/antibiotics_again_thoughts.docx)
6- [Beef Quality Assurance](http://weebly-file/1/8/9/9/18991133/beef_quality_assurance_0215_comments.doc)