HEY NEIGHBOR
By Frank J. Buchman

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Ranchers Must Have Veterinary Directive For Medicated Cattle Feeds

Beginning the first of the year, cattlemen who regularly use medicated feed for performance enhancement will be limited.

That's the "meat" of the message from Dr. Michael Apley, professor of clinical sciences at the K-State College of Veterinary Medicine, Manhattan.

More than 170 ranchers were informed at the Beef Producers Information Seminar, hosted by WIBW and coordinated by longtime farm director Kelly Lenz.

Apley discussed meaning of the Food and Drug Administration's new Veterinary Feed Directive as highlight of a two-part seminar kicking off the Flint Hills Beef Fest at Emporia.

Tracy Brunner, Ramona rancher who serves as president of the National Cattlemen's Beef Association, also reviewed activities of that group on behalf of Flint Hills ranchers' profitability.

The Veterinary Feed Directive, or VFD, was originally enacted under the existing Animal Drug Availability Act of 1996. It labeled certain drugs as Veterinary Feed Directive Drugs, which are antibiotics that are also used to treat human illnesses.

The VFD is enforced by the Food and Drug Administration (FDA) and only applies to feed grade antibiotics, medicines administered to animals in or on feed, and will ultimately rule out its use in growth promotion and feed efficiency.

"The biggest change is you're going to have to work with a veterinarian before feeding these medicated feeds," Apley said FDA's main concern is improper or overuse of these drugs may be contributing to antibiotic resistant bacteria, making it more difficult to treat human illnesses.

Dr. Michael Apley, professor of clinical sciences at the K-State College of Veterinary Medicine, Manhattan, told ranchers at the Beef Producers Information Seminar in Emporia, they_ll have to work with a veterinarian before using certain medicated feeds starting at the first of the new year._ Photo by Betty Anderson_.

To regulate usage, producers will be required to receive a VFD, similar to a prescription, from a veterinarian to use VFD-labeled drugs.

"Read the label," Apley demanded. "All labeling for VFD drugs display the statement: 'Caution; Federal law restricts medicated feed containing this Veterinary feed directive, VFD, drug to use by or on the order of a licensed veterinarian.'

"Over-the-counter (OTC) feed drugs do not have this statement," Apley insisted.

"All medically important antibiotics used in the feed or water of food animals must be authorized for use by a veterinarian, starting January 1, 2017," Apley clarified.

There must be a "VFD" for use of the medications in feed use, and a prescription for use of the drugs in water.

"A VFD is a 'written' statement issued by a license veterinarian in the course of the veterinarian's professional practice that orders the use of a VFD drug or combination VFD drug in or on an animal feed," Apley stated.

This written statement authorizes the owner or caretaker of the animals to obtain and use animal feed bearing or containing a VFED drug to treat the client's animals only in accordance with the conditions for use approved, conditionally approved, or indexed by the FDA.

Copies of the VFD must be retained by all involved parties for two years, and be available for inspection by FDA upon request.

Examples of medically-important antibiotics are Terramycin, Aureomycin, Tylan, Lincocin and Neomix. "There are more VFD drugs coming," Apley promised.

Drugs not considered "medically important" antibiotics, that do not require a VFD, are Rumensin, Bovatec, Catalyst, Deccox, Corid, Bacitracin and Mecadox.

Ramona Rancher Tells Fellow Cattlemen National Efforts For Industry Betterment

Consumer misunderstanding, swayed media reporting, government regulations, low agriculture representation in lawmaking, exports and market fluctuation.

That's a long list, and each aspect has impact on cattle ranchers' bottom line.

They're all on top of the rancher's main profession: breeding, birthing, raising from calves to slaughter plant, cattle that are tasty and nutritious demanded by housewives and their families.

The professional side, the management of raising cattle, ranchers know how to do. "That long list" is not their forte, so to speak.

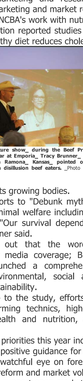
Fortunately, the National Cattlemen's Beef Association helps the industry with those often difficult dilemmas.

Tracy Brunner serves as president of the most influential assisting organization.

What better leader for the cattle industry than one who lives it from every perspective?

Headquartered near Ramona in Dickinson County, Brunner is a fourth generation cattleman while his children, nieces and nephews are the fifth generation of the family operation.

With his immediate family, plus his brothers and their families, the Brunners' Cow Camp Ranches includes every aspect of the business. That's cow-calf, seed stock, backgrounding, grazing, feedlot finishing, grid marketing, much more, and well beyond.



Speaking to the breakfast Beef Producers Information Seminar kickoff of the Flint Hills Beef Fest at Emporia,_ Tracy Brunner is a fourth generation Ramona rancher working on behalf of the nation_s cattle industry as president of the National Cattlemen,_s Beef Association. _Photo by Betty Anderson_.

On horseback ready for work on the ranch, a slide picture show included the speaker with his partner-brothers, and another of his wife, children and grandchildren, all key elements of their successful beef production.

Brunner verified his background emphatic of working for all betterment of all cattlemen when reviewing "What the NCBA is Keeping its Eye On" at the Beef producers Information Seminar in Emporia.

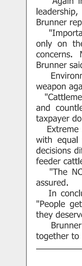
He was featured speaker for the breakfast program hosted by WIBW through coordination of the longtime farm director Kelly Lenz and kickoff for the 30th annual Flint Hills Beef Fest.

Nationwide publication headlines have wrongly informed readers about meat, according to Brunner, showing examples such as "Meat Is Linked to Higher Cancer Risk."

Because the majority of consumers are far from the land, with little realization of what the industry is, they are easily mislead to believe those stories. "Our job as leaders of the beef industry is to correct that misinformation," Brunner insisted.

The NCBA works with state Beef Councils and the Beef Checkoff in global marketing and research, with direct efforts toward consumer marketing and market research, the speaker said.

"Through NCBA's work with nutritionists, the American Journal of Clinical Nutrition reported studies verifying that lean beef included in heart-healthy diet reduces cholesterol 10 percent," Brunner said.



In a slide picture show,_ during the Beef Producers Information Seminar at Emporia,_ Tracy Brunner,_ national cattle leader from Ramona,_ Kansas,_ pointed out how national media can disillusion beef eaters._ Photo by Betty Anderson_.

Additional family and home publications then printed features noting that higher beef consumption increases protein, vitamins, and minerals.

In a series of PowerPoint slides, the Beef Checkoff campaign, "It's What's for Dinner," promoted a "kid-friendly fare" verifying that beef's protein boosts growing bodies.

NCBA efforts to "Debunk myths about beef" have emphasized regard for animal welfare including use of antibiotics for best care of animals. "Our survival depends on doing what's right for our cattle," Brunner said.

Pointing out that the word "sustainability" has received considerable media coverage; Brunner explained that the Beef Checkoff launched a comprehensive life cycle assessment to quantify environmental, social and economic aspects of beef industry sustainability.

Follow-up to the study, efforts have included increased use of precision farming technics, higher crop yields, improved cattle genetics, health and nutrition, and more biogas capture and conversion.

Top NCBA priorities this year include passage of the Trans-Pacific Partnership, positive guidance for Environmental Protection Agency regulations, watchful eye on foreign animal diseases, Endangered Species Act reform and market volatility.

"Cattlemen support open markets, level playing fields and science based standards in international trade," Brunner said.

Work is continuing to develop integrated domestic-foreign trade policy to encourage reciprocity, elimination of unfair trade restrictions and movement toward private enterprise and free markets.

Brunner said, "Trade means more than $325 of added value per head."

Regulations involving WOTUS, (Waters of the U.S.), ozone regulations, and RCRA (Resource Conservation and Recovery Act) are being closely monitored by beef leaders.

Japan had been the largest export market for US beef, but a single case of BSE, commonly referred to as "mad cow disease," took that to zero in 2004.

"Again imports of beef are increasing to Japan, due to NCBA leadership, but there is a strong competition from Australia," Brunner reported.

"Importation of Brazilian and Argentinian beef is opposed not only on the basis of trade but on the basis of animal health concerns. No trade is worth jeopardizing our heard health," Brunner said.

Environmental groups use the Endangered Species Act as a weapon against ranchers, Brunner stated.

"Cattlemen bear the brunt of severe land and resource restriction and countless lawsuits brought by environmentalists funded by taxpayer dollars," Brunner informed.

Extreme week-to-week price swings in cash markets, combined with equal volatility in the futures market has made marketing decisions difficult to impossible for U.S. cattle producers, especially feeder cattle.

"The NCBA is working to help resolve these issues," Brunner assured.

In conclusion, the speaker quoted Alex Toqueville from 1822: "People get not the government they wish, but the government they deserve."

Brunner summarized: "It's up to you. Cattlemen must work together to be a much stronger industry."

Padre Says:

"Choose a job you love and you will never have to work a day in your life."

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