

Sell beef's nutrition

Of Bovine ilk

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THE past 30 years or so in the beef industry reminds me of lyrics from an old Linda Ronstadt hit song: *I've been cheated, Been mistreated, When will I be loved? I've been pushed down, I've been pushed 'round, When will I be loved?*

Since our infinitely wise government started its war on fat in 1977, beef has been the favorite scapegoat. Yet finally, research we have funded, plus ongoing nutritional research in general, is proving not only that beef is not bad, but that it is a very valuable nutrient source.

Now that we have the information — and it's growing all the time — we need to learn to use it.

If you've ever been in a situation where someone insulted beef's integrity but you were at a loss for facts, this issue of *Beef Producer* is for you.

Be sure to read the other story on this page, "I stood up for beef," a first-person tale from someone who faced just that situation. The author's response to a high school coach who didn't like beef is

a classic example of how to answer such uneducated slurs against our industry.

If you don't know the answers when you are challenged, don't lie. The correct comeback to misinformation is to say, "Let me get you some information." Keep the information from this issue in a file. Contact your local beef council. Go to www.beef.org. Go to the Food and Drug Administration's Web site.

If the person you have challenged wants information on grass-finished beef, try Thousand Hills' and Tallgrass Beef's Web sites.

Read the information for your own sake and then pass it along to them.

Cattle-Fax says there are about 800,000 beef producers in the United States, and if each one would influence 10 people per year with positive beef information, that would be 8 million souls touched. Best of all, this isn't a street-corner sales job. It's just talking to people you know when the right chance arrives.

Memorize two or three new facts each year and find opportunities to share these with friends at church suppers, at the local café, or anywhere else the topic of food choices arises.

Everyone in the industry has the chance to sell beef this way many times each year.

People today want to eat good food. Show them the produce of your business is exactly what they're after.

ADVERTISEMENT



For subcutaneous injection in the posterior aspect of the ear where it attaches to the head (base of the ear) in lactating dairy cattle. For subcutaneous injection in the middle third of the posterior aspect of the ear or in the posterior aspect of the ear where it attaches to the head (base of the ear) in beef and non-lactating dairy cattle.

CAUTION

Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS

EXCEDE Sterile Suspension is indicated for treatment of bovine respiratory disease (BRD), shipping fever, pneumonia associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni* in beef, non-lactating dairy, and lactating dairy cattle. EXCEDE Sterile Suspension is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle which are at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

CONTRAINDICATIONS

As with all drugs, the use of EXCEDE Sterile Suspension is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS

FOR USE IN ANIMALS ONLY. NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.

Penicillins and cephalosporins can cause allergic reactions in sensitized individuals. Topical exposures to such antimicrobials, including ceftiofur, may elicit mild to severe allergic reactions in some individuals. Repeated or prolonged exposure may lead to sensitization. Avoid direct contact of the product with the skin, eyes, mouth and clothing. Sensitization of the skin may be avoided by wearing latex gloves.

Persons with a known hypersensitivity to penicillin or cephalosporins should avoid exposure to this product.

In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. If allergic reaction occurs (e.g., skin rash, hives, difficulty breathing), seek medical attention.

The material safety data sheet contains more detailed occupational safety information. To obtain a material safety data sheet (MSDS) please call 1-800-733-5500. To report any adverse event please call 1-800-366-5288.

Injection of EXCEDE Sterile Suspension into the arteries of the ear is likely to result in sudden death to the animal.

RESIDUE WARNINGS

- Following label use as a single treatment, a 13-day pre-slaughter withdrawal period is required.
- Following label use as a single treatment, no milk discard period is required for this product.
- Use of dosages in excess of 6.6 mg CE/kg or administration by unapproved routes (subcutaneous injection in the neck or intramuscular injection) may cause violative residues.
- A withdrawal period has not been established for this product in pre-ruminating calves.
- Do not use in calves to be processed for veal.

PRECAUTIONS

Following subcutaneous injection in the middle third of the posterior aspect of the ear, thickening and swelling (characterized by aseptic cellular infiltrate) of the ear may occur. As with other parenteral injections, localized post-injection bacterial infections may result in abscess formation. Attention to hygienic procedures can minimize their occurrence.

Following injections at the posterior aspect of the ear where it attaches to the head (base of the ear), areas of discoloration and signs of inflammation may persist at least 13 days post administration resulting in trim loss of edible tissue at slaughter. Injection of volumes greater than 20 mL, in the middle third of the ear, may result in open draining lesions in a small percentage of cattle.

The effects of ceftiofur on bovine reproductive performance, pregnancy, and lactation have not been determined.

ADVERSE EFFECTS

Administration of EXCEDE Sterile Suspension into the ear arteries is likely to result in sudden death in cattle. During the conduct of clinical studies, there was a low incidence of acute death (nine out of approximately 6000 animals). Three of these deaths were confirmed to be the result of inadvertent intra-arterial injection. No other adverse systemic effects were noted for either the antibiotic or formulation during any of the clinical and target animal safety studies.

STORAGE CONDITIONS

Store at controlled room temperature 20° to 25°C (68° to 77°F) [see USP]. Shake well before using. Contents should be used within 12 weeks after the first dose is removed.

HOW SUPPLIED

EXCEDE Sterile Suspension is available in the following package size: 100 mL vial

U.S. Patent No. 5,721,359 and other patents pending.

NADA #141-209, Approved by FDA

Distributed by:



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Letters to the editor

I read your article "Watch for weakness in science."

I too have come to dislike the excessive use of the phrase "sound science." Your point about somebody's personal viewpoint is well taken.

Joseph R. Heckman, Ph.D.
Extension specialist, soil fertility,
Cook College, Rutgers University

You recently wrote on the weakness of science. Per se science is not weak; the scientists are weak.

In the examples you used, each trial had a major flaw common in many research trials. This flaw is "lacking" power of the test. This is a statistical term meaning there are not enough

observations. If there are not enough observations (paddocks), then even if a difference exists, it will not be found. This leads to a type 2 statistical error. Most researchers are only concerned about making type 1 errors (saying there is a difference when it does not exist).

Not looking at the power of the test usually occurs when funding or animals are in short supply. So the group does the work anyway, hoping for an answer. Unfortunately a bad answer is worse than no answer.

Another common mistake is a poor model or design for the subject being studied.

Michael McDonnell, Ph.D.
Columbus, Neb.

I stood up for beef



Guest Editorial

By D'LEESE TRAVIS

A FEW years ago, I had a son in what I considered an outstanding high school wrestling program. At the onset of the season I attended the traditional "parents night" where the coach reviewed the program with the parents regarding his expectations. The first year the coach instituted his new diet, which consisted of fish, chicken, pasta, fruit and vegetables. Despite the lack of beef on the menu, I went along with it to be supportive.

The second year at a parents night when the subject of diet came up, a parent asked why beef was not included. The coach responded, "Because beef is hard to digest and weighs the wrestlers down."

After the meeting, I approached the coach and said, "I cannot sit idly by and listen to you say the things you are saying about beef that are not true. Beef is not hard to digest."

He proceeded to tell me that certainly he had felt the effects of difficult digestion after eating a "big ol' steak."

I said, "You just revealed the problem when you said 'big ol' steak.' A proper serving of beef is 3 ounces, just the same as a chicken breast or serving of fish. It's the fat that is hard to digest, not the beef. Carbohydrates digest first, then protein and fat last. Overeating anything will make a person uncomfortable."

I also reminded him that he was talking negatively about a product that was the livelihood of many of his students' parents! I told him I would bring him some information, and I hoped he would be open to reviewing it.

I then made a trip to the Oklahoma Beef Council where, thanks to our beef checkoff dollars, I found all the printed information needed to prove my case.

I pulled information comparing 3 ounces of beef to a boneless, skinless

chicken breast, as well as other poultry and fish. I made information packets for the coach, the assistant coach and the home economics teacher, who had sons in the wrestling program. I also included nutritional information listing the zinc, iron and protein in beef, as well as the amount of B12 in a serving.

I submitted the information to the three instructors with a respectful letter offering any assistance they might need or questions answered.

A short time later I attended parents night, where I visited with the coach, who was also a history teacher. He said, "Tell me about this information you brought me. Why didn't you tell me about this sooner?"

I explained that I was trying not to meddle in his program but that I felt the information was important. He agreed and said, "I am an educator. I need to know these things."

He reviewed the nutrition list and said, "Look at the amount of B12 in 3 ounces of beef. My gosh! We are having to send the guys for B12 shots before the end of the season because they have no energy!"

I responded that beef is the most nutrient-dense protein available, and we reviewed the amount of zinc, iron and protein, as well as the benefits to blood supply for rebuilding muscle tissue.

The coach quickly became a believer, and at the next meeting he announced that beef was back in the wrestlers' diets.

The home economics teacher then explained to all the parents about the 29 lean cuts of beef from the information I had provided and how they should be included in the diet in 3-ounce servings.

Misinformation about beef is no longer going out to generations of wrestlers and their parents, and the young men in the program are now allowed a healthy, balanced diet with a delicious and nutrient-dense product to fuel their bodies. This is now a program that makes winners of us all.

Travis is this year's Oklahoma Cattlewoman of the Year and is president-elect of that organization.