

## Donna Boggs

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**From:** California Grain and Feed Association <info@cgfa.org>  
**Sent:** Tuesday, September 29, 2020 9:40 AM  
**To:** Donna Boggs  
**Subject:** The Latest News for You

September 29, 2020

**CONVEYOR  
CURRENTS**

CALIFORNIA  
**GRAIN  
& FEED**  
ASSOCIATION

**Latest News and Events for California's Grain and Feed Industry.**

### **Communicating Science Within the Fast Food Industry**

**From Courtesy of IFEEDER Newsletter**

Over the summer, you undoubtedly saw [Burger King's marketing campaign](#) announcing the fast food retailer's new sustainability commitment to reduce the enteric emissions of the cattle produced for their hamburgers. While the objective was laudable, their marketing video missed the mark on many issues related to cattle production and enteric emissions, but it also omitted citing the research it used - the research was not peer-reviewed or replicated and the results were inconclusive.

Frank Mitloehner, Ph.D., director of the [Clarity and Leadership for Environmental Awareness and Research Center \(CLEAR Center\) at the University of California-Davis](#), felt compelled to [respond to Burger King](#). What transpired has been a series of rich conversations correcting the mischaracterizations of cattle's environmental impact and showcasing the capacity of the animal agriculture industry to be a solution provider when it comes to methane emissions. His work is leading the way in shifting the conversation and the perception of animal agriculture when it comes to addressing environmental concerns of livestock.

Burger King has said it will not only address the industry's concerns with their advertising campaign, but more importantly, has committed to working with Dr. Mitloehner and the CLEAR Center on the scientific research and communication around methane emissions in livestock. Burger King is right to be committed to reducing methane in the cattle they produce and their efforts at transparency and seeking scientific advice around this issue is admirable.

The CLEAR Center's scientific research is important to the agricultural community's efforts to understand its environmental footprint and adopt better production practices. Equally important is

the center's ability to communicate scientific research in a way that others can understand the industry's commitment to sustainability.

By actively engaging on social media, blogging and meeting with decision-makers and thought leaders, the IFEEDER shares how research and best practices are indeed allowing agriculture to be the solution providers to some of today's most pressing environmental challenges.

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## FSMA Proposed Rule for Food Traceability

The FDA is proposing to establish additional traceability recordkeeping requirements (beyond what is already required in existing regulations) for persons who manufacture, process, pack, or hold foods the Agency has designated for inclusion on the Food Traceability List. The proposed rule, "Requirements for Additional Traceability Records for Certain Foods" (Food Traceability Proposed Rule) is a key component of the FDA's New Era of Smarter Food Safety Blueprint and would implement Section 204(d) of the FDA Food Safety Modernization Act (FSMA). The proposed requirements would help the FDA rapidly and effectively identify recipients of those foods to prevent or mitigate foodborne illness outbreaks and address credible threats of serious adverse health consequences or death. The proposed rule will be available for public comment for 120 days following publication in the [Federal Register](#).

[Read More Here](#)

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## California Legislative Report

The California legislative report this week Governor Announces Climate Change Executive Order, Assembly Republican Leader Announces New Caucus Chair, CDFA Now Accepting Proposals for the 2021 Specialty Crop Block Grant Program (SCBGP) and more.



[Read the Full Legislative Report Here](#)

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## Federal Report

The Federal Report this week includes Congress Tackles Federal Funding, Supreme Court Replacement, CFAP2 Signup Underway, CFTC Agriculture Advisory Committee Meets, Secretary Perdue Says 'No Plans to Pay Refiners' and more.



[Read the Federal Report Here](#)

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## Resource for Industry - CDFA Safe Animal Feed Education (SAFE) Program

The [Safe Animal Feed Education \(SAFE\)](#) program of California uses outreach, education, and a comprehensive Voluntary Quality Assurance program to lead the nation in ensuring a safe and wholesome supply of commercial feed. SAFE uses an approach that fosters voluntary compliance with the state laws and regulations to ensure the safe manufacture and use of commercial feed in a changing livestock feed market. This unique collaboration between SAFE and the feed industry benefits both the agricultural community and the consumer.



[Watch Our Industry Video Here](#)

## CGFA Schedule of Events

2020

- **Postponed** - December 2, 2020 - CGFA SoCal District Meeting and Christmas Luncheon, The Mission Inn, Riverside, CA

2021

- January 12-14, 2021 - Grain and Feed Industry Conference (GFIC) at the Embassy Suites on Monterey Bay, Monterey, CA - **Most Likely Will Be Moved to June 2021 – We will keep you posted**
- April 21-24, 2021 - CGFA Annual Convention at the Marriott Hotel, Monterey, CA
- May 5-6, 2021- California Animal Nutrition Conference, Fresno, CA

2022

- April 26-29, 2022 - CGFA Annual Convention at the Hyatt Regency, Indian Wells, CA



### California Grain & Feed Association

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