

FOR IMMEDIATE RELEASE



August 9, 2013

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'NEW' CONSUMER AWARENESS CAMPAIGN APPLAUDS USA'S TOP BEEF PROCESSOR

Tyson Foods To Suspend Buying Cattle Fed Growth Enhancer Zilmax

(Springfield, Nebraska) -- Beef Additive Alert™ describes as “a positive first step” the decision by Tyson Foods to suspend purchases of cattle fed the controversial muscle-boosting feed additive Zilpaterol (zip'-uh-tair-al), marketed as Zilmax. In an August 6th letter to feedlot owners, Tyson Fresh Meats, Inc. Cattle Buyer John Gerber acknowledged animal welfare concerns stating that “there have been instances of cattle delivered for processing that have difficulty walking or unable to move.” The suspension goes into effect September 6th until further notice and continued evaluation into the specific cause.

“Tyson is doing the right thing. The decision to stop slaughtering cattle containing Zilmax clearly demonstrates its strong corporate conscience, and why Tyson remains the nation’s top beef processor operating with quality, consistency and integrity for 50+ years. We hope other meat packers follow suit,” said Harvey Dietrich, an Arizona cattle rancher who co-founded Beef Additive Alert™ with Nebraska-based Cattleman Gerald Timmerman.

Renowned Animal Welfare Scientist Temple Grandin had this to say about Tyson’s move: “I told the industry to either fix it or lose the beta agonists. Some animals are showing up at the plants in unacceptable condition, seriously compromising animal welfare. I’ve observed cattle lameness, stiffness, hoof problems, panting, and some animals could not walk, while others had to be put down. These problems that did not exist before beta agonists hit the market.”

Beef Additive Alert™ is a national consumer action campaign striving to preserve USA beef quality, consistency and integrity.

“Since there’s no labeling or mainstream discussion, consumers remain in the dark about the widespread use of these feed additives,” emphasizes National Campaign Director Susan Stern.

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Tyson Fresh Meats, Inc.

August 2013

To: Cattle Feeders
Subject: Animal Well Being

As you know, animal well-being is extremely important to our business. This is why we want to express our continued concerns about the receipt of cattle that become non-ambulatory or lame at some of our beef plants.

There have been recent instances of cattle delivered for processing that have difficulty walking or are unable to move. We do not know the specific cause of these problems, but some animal health experts have suggested that the use of the feed supplement Zilmax, also known as zilpaterol is one possible cause. Our evaluation of these problems is ongoing but as an interim measure we plan to suspend our purchases of cattle that have been fed Zilmax.

This purpose of this letter is to provide notice that within 30 days – or as of September 6 – we will no longer purchase cattle that have been fed Zilmax. This suspension will remain in effect until further notice

This is not a food safety issue. It is about animal well-being and ensuring the proper treatment of the livestock we depend on to operate. If you have any questions, please contact your Tyson Fresh Meats cattle buyer.

A handwritten signature in cursive script that reads "John Gerber".

John Gerber
Tyson Fresh Meats, Inc.