

# BEEF ADDITIVE ALERT

STOP Aggressive Performance-Enhancing Cattle Drugs!

Beefadditivealert.org | 402-319-6208 | National Consumer Awareness Campaign



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By Daniel L. Holt

Petition | [Change.org](https://www.change.org)

## USDA & U.S Education Dept. Must BAN Cattle Doping

Zilpaterol and Ractopamine are controversial FDA-approved cattle feed additives known as beta agonist growth enhancers - which unnaturally beef up cattle muscle & weight. Beef Additive Alert™, a new national consumer action campaign exclusively reports that our nation's top youth development programs - 4-H & the Future Farmers of America (FFA), comprising of an estimated 80% of child show ring competitors, allow aggressive performance-enhancing cattle drug doping &

cheating - teaching youngsters poor values.

### Marketed to Kids

Beef Additive Alert™ is also appalled that children appear as a target market of Zilpaterol, a muscle-bulking feed additive billed as “Essential Show Feeds” and the “Competitive Advantage You Can’t Win Without”.

### Cheating to Win is Wrong

We at Beef Additive Alert™ think no one has the right to encourage kids to cheat in the show ring. We strongly believe that no industry should encourage children to use aggressive performance-enhancing cattle drugs in 4-H & the FFA, even though the FDA-approved these feed additives. We vehemently oppose the message this sends our nation's impressionable youngsters. Competitively, show ring cattle doping also creates an un-level playing field – with children who use beta agonists – compared to those who don't.

### We Demand Anti-Doping & Cheating Policies

We are alarmed that the USDA's 4-H program & the U.S. Department of Education-led FFA do NOT presently prohibit beta agonist show ring doping & cheating. The lack of policy prohibition appears to be in direct violation of both program's mission & objectives - to encourage good character, accountability and ethical decision making. In this day and age, where human sports doping is 100% prohibited, animal doping should be disallowed in all USA youth development programs nationwide, we passionately believe.





### **Animal Welfare Concern**

Renowned USA Agricultural Scientist Temple Grandin has observed cattle lameness, heat stress and sore-footed animals fed beta agonists. The problem may be compounded if kids feed cattle more than the drug makers label recommends. “I am concerned that children will feed too much beta agonists to steers and cause animal welfare problems. I also think that marketing beta agonists to kids and encouraging them to bulk up their animal with a drug teaches poor values,” said Grandin. The feed additives are so controversial that Russia, China and the 25-member European Union have banned US beef exports of cattle fed beta agonists - questioning the human safety science.

### **Sign Our Petition Now**

Beef Additive Alert™ asks Americans to join us NOW by signing our Petition at [Change.org](https://www.change.org) to demand the USDA's National Institute of Food Agriculture (NIFA) and the U.S. Department of Education-led FFA to adopt an IMMEDIATE anti-doping, anti-cheating beta agonist policy in their national youth development programs. We view as distressing and morally wrong the marketing to children of muscle-bulking, performance-enhancing cattle feed additives, even though beta agonist drugs are FDA-approved. Bottom line, we demand that competitive show ring doping & cheating with beta agonists must STOP right away. Period. Share your voice. Please sign the [Change.org Petition NOW!](https://www.change.org)

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