

IMMEDIATE RELEASE



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SHARING OUR AGONY OVER BETA AGONISTS Beef Additive Alert™ Hopes to Raise Awareness & Trigger Change

(Springfield, Nebraska) -- Beef Additive Alert™, based in cattle country Nebraska, is a national consumer awareness/action campaign striving to preserve USA beef quality, integrity & consistency. Our present focus is aggressive performance-enhancing cattle drugs used in 4-H and FFA youth development programs.

Zilpaterol (zil'-puh-tair-al) and Ractopamine (rack-toe'-puh-mean) are controversial FDA-approved muscle-bulking cattle feed additives used for show ring success. Beef Additive Alert™ is the first to report that children, alarmingly, are a target market of these drugs billed as the "Competitive Advantage You Can't Win Without" and "Essential Show Feeds". We're also dismayed that no policy exists to prohibit cattle doping in the USDA's 4-H program and the U.S Department of Education-led Future Farmers of America organization.

"We are appalled at the message that beta agonist cattle doping in the show ring sends our nation's impressionable youngsters. It is not okay to cheat to win, period. So, we intend to educate the public and encourage the industry to be proactive & change mindset," emphasizes Susan Stern, Beef Additive Alert™ spokeswoman.

Beef Additive Alert™ calls on both the USDA's National Institute of Food Agriculture (NIFA), which oversees 4-H programs, and the U.S. Department of Education-spearheaded Future Farmers of America organization, to implement an immediate beta agonist anti-doping, anti-cheating ban.

Compounded with our concerns, Animal Welfare Scientist Temple Grandin has observed beta agonist-fed cattle with heat stress, including panting, hoof problems and trouble walking. These feed additives are so controversial, the 27-member European Union, Russia, China, Taiwan and 160 other countries ban or restrict them. Last week, Merck & Co., the maker of Zilpaterol, trade name Zilmax has responded to animal welfare concerns by temporarily suspending sales. Commencing September 6th, the nation's top beef processor, Tyson Foods plans to halt purchases of cattle fed Zilpaterol, until further review.

Beef Additive Alert™ is utilizing traditional avenues, plus modern social media, from Facebook, Twitter, Internet Video PSA, Website & Change.org petition to raise consumer awareness and effectuate change.

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