



Bovine Spongiform Encephalopathy

The Real Issue at Hand

Bovine Spongiform Encephalopathy

Since the detection of the first BSE infected cow by the UK in 1986, the United States has worked vigorously to ensure that U.S. Beef is still the safest beef in the world.

The Real Issue at Hand...

- **What every Beef Consumer should know**
- **The Media Uproar of BSE**
- **Why BSE isn't a major influence on US Beef**

What every Beef Consumer should Know

What exactly is BSE?

Often called Mad Cow Disease, BSE is a degenerative neurological disease affecting the central nervous system (CNS) in cattle.

How is BSE Spread?

BSE does not spread from animal to animal, or from animal to human, contact. BSE can only be transmitted through feed containing ruminant-derived meat and bone meal (MBM) from BSE-infected cattle.

Can I get BSE?

Research from the United Kingdom supports an association between BSE and variant Creutzfeldt-Jakob Disease (vCJD). Variant vCJD likely developed as a result of people consuming products contaminated with CNS tissue of BSE-infected cattle.

What every Beef Consumer should Know

Get the Facts!

The most common misperceptions of BSE are often upheld by lack of information or the misunderstanding of BSE.

Consumer Confidence & Demand	<ul style="list-style-type: none">• As of November 2005, 90 percent of consumers remain confident that U.S. beef is safe from BSE, even after diagnosis of the first U.S.-born case in June 2005.
Beef Consumption	<ul style="list-style-type: none">• Beef is the number-one protein in America, according to USDA consumption data, and the demand for beef continues to grow.
The Safety of US Beef	<ul style="list-style-type: none">• U.S. beef remains the safest in the world. BSE infectivity is found primarily in central nervous system tissue such as brain and spinal cord.



The Media Uproar of BSE



- The Media is one of the most influential sources of our knowledge
- When we are improperly or not *fully* informed, the results are detrimental to more than just our own good
- The Media is the main reason for such exponential losses throughout the Beef Industry
- Consumers noted that heightened news coverage temporarily affects their attitudes and, in some cases, consumption.

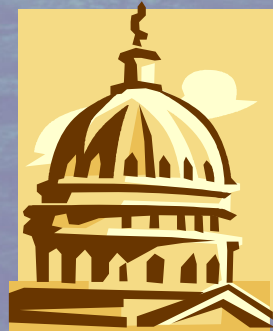
The Media Uproar of BSE

It is often better, at times, to not be informed than to be misinformed.

Industry experts conservatively estimate BSE has cost the U.S. cattle industry just over \$4 billion in lost export value on beef, beef variety meats, hides and tallow.

If the Media is right, why are there so many Confident Consumers?

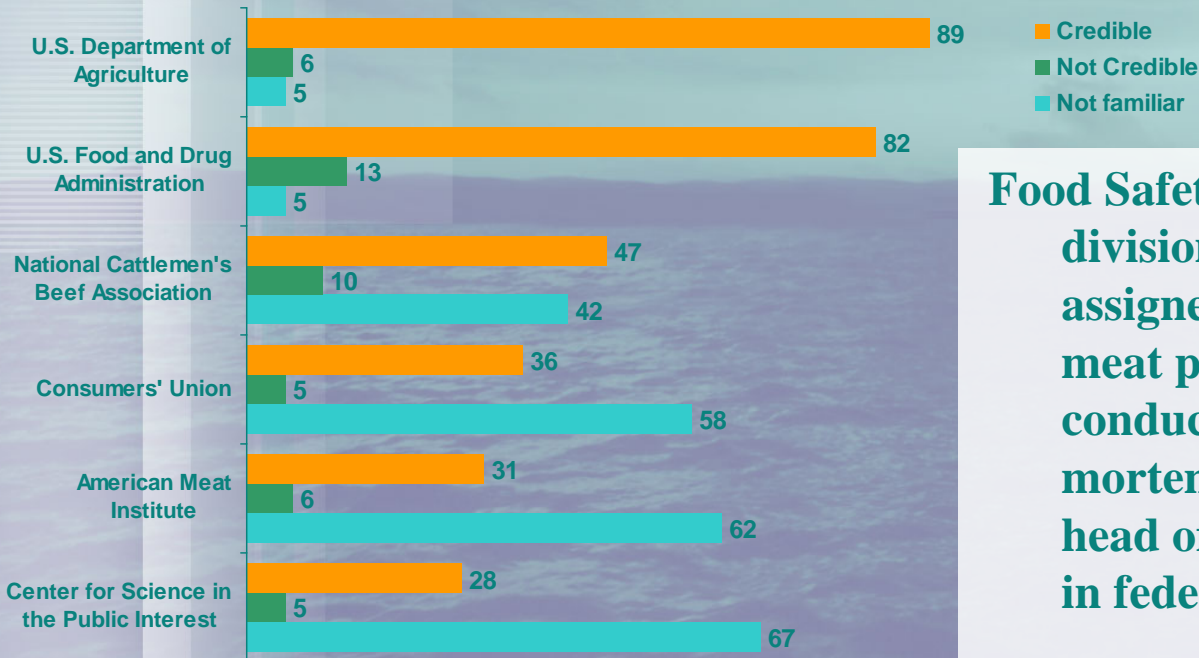
Confident Consumers



The Media Uproar of BSE

- Activist groups, such as PETA, have taken this slight incidence and have ran with it
- “The Issue is who becomes the Standard of Truth.” – Clark S. Judge

According to the chart below, more people trust the USDA's credibility over any other source.



Food Safety and Inspection Service, a division of the USDA, personnel are assigned to every federally inspected meat product America. FSIS conducts ante-mortem and post-mortem inspection on 34 million head of cattle slaughtered annually in federally inspected plants.

The Meat you Eat has been USDA Inspected!

Why BSE isn't a Major Influence on US Beef

Although BSE has been linked to resemble some characteristics of Creutzfeldt-Jakobe Disease (CJD), scientists say it is **too early to say BSE is even linked to CJD**.

The main reason to think that the BSE agent has not caused disease in man is that it appears to take a fairly **high dose of the agent to become infected**.

If there is any risk, it would most likely would be **due to ingestion of brain and spinal cord tissue** where the agent concentrates.



In Conclusion...

- **What Every Beef Consumer Should Know**

BSE is a degenerative neurological disease that takes time to develop. Beef that is slaughtered today is about 18-24 months old (or at least under 30).

- **The Media Uproar of BSE**

Great precautions have been imposed throughout the industry. Now, there are specialized slaughter houses that slaughter cows over 30 months old. You can only take lean, boneless meat from these cows.

- Don't believe everything you hear; research it yourself.

- **Why BSE Isn't a Major Influence on U.S. Beef**

As mentioned before, it was noted that it is too early to say that CJD is even linked to BSE. All U.S. Beef is USDA inspected and undergoes rigorous processing and inspection.

The background features a sunset over a body of water. The sky is filled with soft, colorful clouds in shades of orange, yellow, and light blue. The water in the foreground is dark blue with gentle ripples. A large, semi-transparent white rectangular box is centered on the image, containing the text "Questions?".

Questions?