

Topic of the Month

McDonald's

Earlier in 2018, *The Acorn* included a segment about McDonald's restaurants offering specialty sandwiches with more cheese and McCafe drinks using real milk.

McDonald's is at it again. In December, the company released its new policy regarding antibiotics in beef- and it appears that they are approaching it in a rational and producer-friendly way.

The company's goal is to use their size to drive progress in reducing the use of antibiotics important to human health in order to prevent antibiotic resistance. Animal agriculture has been the traditional knee jerk scapegoat for antibiotic resistance.

According to mcdonalds.com, their approach has three stages. First, they will partner with their beef producers to understand and measure antibiotic usage across a diverse industry. Second, they will use that information to establish antibiotic use reduction goals for their suppliers by the end of 2020. Finally, beginning in 2022, they will begin reporting progress regarding their antibiotic reduction usage targets.

While this will no doubt have a positive influence on public perception, it also respects producers. After collecting information, McDonald's will set goals that are specific and measurable. While they appreciate antibiotic resistance as a human health issue, they also state that they want to allow animals to be treated appropriately when necessary.

This move represents unprecedented and responsible leadership in reducing unnecessary antibiotic usage.

Commodity Futures

Prices

As of December 31, 2018

Corn	\$3.75/bu
Soybean Meal	\$306.20/ton
Milk (Class III)	\$14.31/cwt
Beef (Live cattle)	\$124.80/cwt

Practice News

- On behalf of the doctors and staff of White Oak, we wish you all a very happy and prosperous new year.
- We are currently planning our winter producer meeting. It will be held in mid-February. Flyers will be distributed when the details are finalized.
- Dr. Croushore and Dr. Zawisza continue to write columns in the *Daily American* and *Farm, Field, and Garden* newspapers, respectively. You can subscribe by contacting the *Daily American* circulation department.
- In case you missed it...Dr. Croushore has published his first book. It is a 250 page compilation of articles he authored in the *Daily American* and is titled, "Oops,...and other Words You Don't Like to Hear Your Surgeon Say". It will be available for purchase for \$16.95 (plus tax) at the office, the *Daily American*, other retailers and at www.madeinsomersetcounty.com. At the risk of sounding presumptuous, signed copies are available upon request.

Upcoming Events

- The 103rd Pennsylvania Farm Show will take place January 5-12, 2019 at the Farm Show Complex in Harrisburg. Admission is free and parking is \$15. Each year, the farm show features over 6,000 animals and, many exhibits and displays, and the famous half-ton butter sculpture.