



CANADIAN CATTLEMEN'S ASSOCIATION

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TIME MAGAZINE

Dear Editor:

On behalf of 83,000 Canadian cattle producers I am writing to express shock and anger in the absolute lack of balance and objectivity in Bryan Walsh's article featured as a cover story on August 31: *America's Food Crisis and How to Fix It*. Your readers deserve better.

Using tabloid sensationalism Mr. Walsh made the decision to try and strike fear and guilt into the hearts of consumers in North America. In doing so he has smeared the reputations of family owned farms across the continent. Thousands of farm and ranch families take great pride in producing nutritious food that is safe, abundant and reasonably priced.

Conventional agriculture does not carry the blame for an increase in obesity in North America. There are numerous factors involved. Maintaining an appropriate weight does take some work. You need to be physically active, have some knowledge of good nutrition and the willpower to follow a healthy diet. Nutritionists recognize beef as part of that diet.

Environmentally sustainable food production is not necessarily organic production. For example organic crop production uses a tillage system that releases more carbon dioxide (a greenhouse gas) into the atmosphere than does a reduced tillage system of 'conventional' agriculture.

What about the single mom or the laid-off dad? Should they feel guilty that they feed their kids conventional food? Recent research showed no nutritional difference between organic and normal food production. Lean beef raised either way provides a high quality protein packed with zinc, B12 and fourteen essential nutrients. In both cases cattle are raised for most of their lives on millions of acres of natural grassland that they share with various species of wild animals and plants.

We live in a world with many and varied issues that will not be effectively addressed by simplistic silver bullet solutions offered by articles such as this. Just as people need access to good balanced nutrition, people need access to good balanced information. TIME magazine has failed to provide that.

Sincerely,

Brad Wildeman
President
Canadian Cattlemen's Association