

# **Beef Checkoff Enhancements**

Recommended by:  
Industry-Wide Beef Checkoff Task Force

# What We'll Discuss

- The Task Force...why and who
- The 4 recommendations
- Why these 4
- Where we go from here
- Your questions and input

# **The Task Force...Why?**

- No review since checkoff established in 1985
- Resolution passed at 2006 Convention
- TF met three times to review, study and recommend checkoff enhancements

# **The Task Force...Who?**

## **12 National Organizations**

**American Farm Bureau Federation**

**NCBA**

**National Farmers Union**

**Livestock Marketing Association**

**R-CALF USA**

**National Live Stock Producers  
Association**

**Meat Importers Council of America**

**National Milk Producers Federation**

**American Meat Institute**

**National Meat Association**

**Livestock Marketing Council**

**American Veal Association**

## **6 States**

**California**

**Kansas**

**Kentucky**

**Montana**

**Tennessee**

**Texas**

# 4 Recommendation Areas

- Easier to petition for a referendum
- Increase checkoff rate
- Federation of State Beef Councils understanding
- A more inclusive checkoff

# Easier to Petition for a Referendum

## Recommendation

- Opportunity every 5 years
- County offices
- 10% = referendum

## Task Force Rationale

- Provide regular opportunity that is accessible to producers
- Works for Soybean Checkoff

**Requires change in the law**

# Increase Checkoff Rate

## Recommendation

- Move rate from \$1.00 to \$2.00
- Retain 50-50 split between State Beef Councils and Beef Board

## Task Force Rationale

- Continue building demand
- Export markets
- Growing competition
- 20 years of inflation (\$1.00 in 1985 = \$1.77 today)

**Requires change in the law**

# Federation of SBCs Understanding

## Recommendation

- Federation gives priority to enhancing its identity
- Consider options like changing its name

## Task Force Rationale

- Strengthen beef industry stakeholder understanding of the Federation

**Federation of SBCs will address**

# A More Inclusive Checkoff

## Recommendation

- Eliminate charter date as a requirement for industry-governed organizations to contract for checkoff dollars

## Task Force Rationale

- Makes it possible for more industry organizations to contract

**Requires change in the law**

# Where We Go from Here...

- Broad industry input – what do producers want
- Inclusive, fact based process
- Study group to examine need for increase
- Timing...2008 NCBA Convention

**Process as adopted by NCBA Executive Committee**

**Your questions and input**