

Key accomplishments of your Beef Checkoff

The Beef Checkoff increases profit opportunities for producers by keeping beef top of mind with consumers, restaurants, butchers and other food retailers. It also reaches out to educators, dietitians and medical personnel and influencers. In short, it is always working to ensure a wholesome, quality beef-eating experience consistently. Efforts include:

- Promoting high-quality U.S. beef in more than 80 other countries.
- Working to build demand for beef and maintain strong consumer confidence in the beef supply.
- Funding millions of dollars annually in product-enhancement and beef-safety research to maintain a high-quality, safe product.
- Reaching consumer audiences with timeless and targeted campaigns through Beef. It's What's For Dinner., and Chuck Knows Beef, the all-knowing beef expert through the Amazon Alexa and Google Home devices, and through **ChuckKnowsBeef.com**.
- Identifying and teaching effective management practices through Beef Quality Assurance (BQA) to provide accountability to consumers and assure them access to safe, nutritious beef and beef products.
- Serving as a catalyst for introduction of new beef products — including new cuts of beef to maximize the whole animal and innovative products like Beefshi and other convenience foods.



Where are your checkoff dollars invested?



PROMOTION

Includes advertising, merchandising, and new-product development, as well as training and promotional partnerships with restaurants and supermarkets that stimulate sales of beef and veal products.



RESEARCH

Provides the foundation for virtually all checkoff-funded information and promotion projects by providing the science related to beef nutrition, beef safety and pathogen resistance. The checkoff also invests in quality enhancement and new-product opportunities, as well as analysis of consumer trends, perceptions, and concerns about beef and the beef ranching and farming community.



CONSUMER INFORMATION

Helps enhance beef's image by sharing nutritional data and other positive messages with targeted news media, food editors, dietitians, physicians and other individuals and groups who influence consumers' food knowledge and choices.



INDUSTRY INFORMATION

Strives for an accurate understanding of the beef industry and helps maintain a positive cattle-marketing climate. Also provides factual information to correct misleading or inaccurate publicity about beef safety and environmental and animal-welfare issues.



FOREIGN MARKETING

Identifies and develops international markets for U.S. beef and beef variety meats through programs aimed at expanding market penetration, gaining new market access, improving global consumer perceptions and building trust in U.S. beef.



PRODUCER COMMUNICATIONS

Informs producers and importers about how their checkoff dollars are invested and communicates specific program results. This includes an annual report, informational advertising, coordination with beef and dairy industry media, direct communication with producers and a survey of producers about what they want and expect from their checkoff.

Questions and answers about your checkoff

WHAT CAN THE CHECKOFF DO?

The Beef Checkoff's role is to drive demand for beef, both domestically and internationally, through a combination of initiatives, including consumer advertising, research, public relations and new-product development. To accomplish this, the checkoff acts as a catalyst for change and is designed to stimulate beef sales and consumption through a combination of these initiatives.

WHAT CAN'T THE CHECKOFF DO?

By law, checkoff funds cannot be used to influence government policy or action, including lobbying. The checkoff doesn't own cattle, packing plants or retail outlets. It can't control prices or single-handedly turn around a bad market.

DO PACKERS PAY?

Any packer who owns cattle for more than 10 days prior to harvest must pay the dollar-per-head checkoff on each animal. There are, however, no packer seats on the Cattlemen's Beef Board.

DO IMPORTERS PAY?

Importers pay the dollar-per-head checkoff or the equivalent on imported cattle, beef and beef products, amounting to millions each year.

DO CONTRACTORS MAKE MONEY FROM THE CHECKOFF?

No. The Cattlemen's Beef Board and USDA must approve all checkoff budgets and programs before any contractors are reimbursed for program costs on a cost recovery basis. Contractors pay program costs from their own organizational budgets, and then are reimbursed only for substantiated direct costs incurred in implementing approved checkoff programs.

For more about the checkoff, visit **DrivingDemandForBeef.com** or contact your state beef council.

CATTLEMEN'S BEEF BOARD
(303) 220-9890



UNDERSTANDING YOUR BEEF CHECKOFF PROGRAM



Funded by the Beef Checkoff.

DrivingDemandForBeef.com

History of the checkoff

Congress created the Beef Promotion and Research Act, the “Beef Checkoff,” with passage of the 1985 Farm Bill. Collections began on Oct. 1, 1986; producers approved making the Beef Checkoff mandatory in 1988, with 79 percent voting in favor of it.

Producers asked that the checkoff program be built on these tenets:

- All producers and importers pay the equivalent of one dollar-per-head every time a beef animal is sold throughout its lifetime.
- State beef councils collect the dollar-per-head and must submit at least half of those assessments — 50 cents of every dollar — to the Cattlemen’s Beef Board (CBB) for investment in the national checkoff program. Each state beef council determines how to invest the remaining 50 cents-per-head in approved state or national checkoff programs.
- All national checkoff-funded programs are budgeted and evaluated by the Cattlemen’s Beef Board, a stand-alone organization of checkoff-paying producer volunteers and importers that administers the Beef Checkoff.
- Cattlemen’s Beef Board members — beef, dairy and veal producers and importers — are nominated by producer organizations in their states and appointed by the U.S. Secretary of Agriculture.

Representation for your checkoff is more local than you might think

Did you know that the volunteers responsible for making decisions about your checkoff dollars at both the state and national levels are checkoff-paying, cattle farmers, ranchers and importers? By law, this structure is designed to ensure that producers at the ground level are responsible for directing, reviewing and approving expenditure of all checkoff dollars.

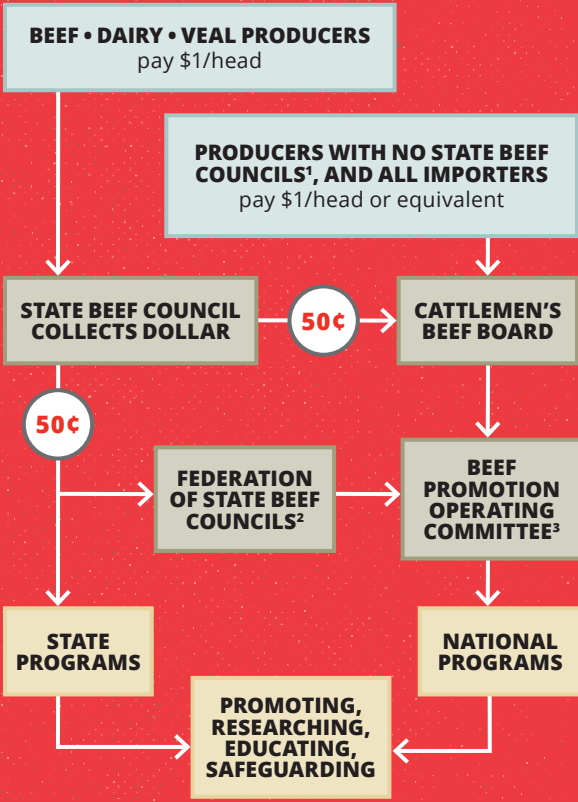
IT STARTS IN YOUR STATE
Your **Qualified State Beef Council** collects \$1 on each head of cattle every time it’s sold. Fifty cents of that dollar goes directly to the Cattlemen’s Beef Board for national programs, and up to 50 cents is retained by your state beef council. *(In the six states without state councils, assessments go directly to the CBB.)*

Producers sitting on your state beef council board determine how to invest the remaining 50 cents-per-head in approved state, regional, national or international checkoff programs. States may opt to invest a portion of their 50 cents in national programs through participation in the Federation of State Beef Councils, made up of producers chosen by individual state beef councils.

The role of the Cattlemen’s Beef Board is to budget for and evaluate all national programs. 10 of these board members, along with 10 producers from the Federation of State Beef Councils, are elected by their peers to serve on the Beef Promotion Operating Committee, which is responsible for approving specific checkoff programs and contracting with national industry-governed organizations to implement them.

THE BOTTOM LINE
All checkoff oversight boards are comprised of producer and importer volunteers and, in all cases, include state representation.

YOUR BEEF CHECKOFF DOLLAR FROM INVESTMENT TO RESULTS



COLOR KEY

\$1/head invested every time an animal is sold

Boards made up of producers responsible for watching over your investment

The programs you invest in

¹Producers in the six states with no beef councils — Alaska, Connecticut, Massachusetts, Maine, New Hampshire and Rhode Island — and all importers.

²States may invest a portion of their 50 cents in national programs through the Federation of State Beef Councils.

³The Beef Promotion Operating Committee has 10 members from the Cattlemen’s Beef Board and 10 members from Qualified State Beef Councils. By law, the Operating Committee must contract with national industry-governed organizations to administer checkoff programs. Some of the contractors include National Cattlemen’s Beef Association (NCBA), American Farm Bureau Foundation for Agriculture (AFBFA), North American Meat Initiative (NAMI) and United States Cattlemen’s Association (USCA).