

Fighting for the U.S. Cattle Producer!



R-CALF United Stockgrowers of America
P.O. Box 30715
Billings, MT 59107
Fax: 406-252-3176
Phone: 406-252-2516
Website: www.r-calfusa.com
E-mail: r-calfusa@r-calfusa.com

April 14, 2011

Tom Jones, Chair
Cattlemen's Beef Board
9000 E. Nichols Ave., Suite 215
Centennial, CO 80112

Dear Chairman Jones:

We write to express our strong support for the recommendations by the Cattlemen's Beef Board (CBB) Roles and Responsibilities Committee, as updated by the CBB Executive Committee, to ensure the CBB is fulfilling its responsibilities to the Beef Checkoff Program. R-CALF USA is the second-largest U.S. trade association that represents the public policy interests of U.S. cattle farmers and ranchers. Our thousands of all-voluntary members raise cattle in 46 states and are major, annual contributors to the Beef Checkoff Program.

Our members are gratified that the CBB, its Roles and Responsibilities Committee and its Executive Committee are taking affirmative and appropriate action to meaningfully address the known conflicts of interest, bias, favoritism, and improper expenditures that have damaged the credibility and integrity of the CBB and the Beef Checkoff Program.

The essential changes under consideration, particularly the important recommendations to change the organization's committee structure and require more direct, overall oversight by the CBB, will result in the transfer of substantial control over the Beef Checkoff Program away from those who have misused it and into the hands of those obligated to ensure the Beef Checkoff Program is serving its statutory purpose – the CBB members themselves.

This situation exemplifies the classic power struggle between the many (in this case the hundreds of thousands of checkoff-paying cattle producers that you and your fellow CBB members represent) and the few (which, in this case are those that benefit financially from their participation in the management and distribution of checkoff funds).

The thousands of cattle-producing and checkoff-paying members of R-CALF USA are depending on the CBB to persevere in this classic struggle to restore, for all checkoff-paying cattle producers regardless of their affiliations, the integrity and effectiveness of their Beef Checkoff Program. We urge you and your fellow CBB members to not only stand firm, but to aggressively forge ahead and implement your recommendations.

Sincerely,

R-CALF USA