

# Why Country of Origin Labeling?



**August 8, 1996** - The latest NCBA and KLA promotion is the elimination of the grading system, and the brand naming of beef by the packers. Brand naming of beef by the packers is the reason we have a grading system. Swift, Morris, Wilson, Cudahy and Armour bought commodity beef and brand named it. There was no basis for determining value, so the grading system was developed to establish a measurement of value. It is not necessarily a good measure today, but it is all we have.

[Packer Concentration, August 8, 1996, By Mike Callicrate](#)

# The “Smart Guys” Long Range Plan

During the Executive Committee meeting of January 26<sup>th</sup>, 2000 Jon Ferguson made the following comment: “It is important for the decisions of the cattle industry be made by this group (NCBA Executive Committee) of educated people that are knowledgeable about the issues facing our industry. The large group of grassroots producers we are always hearing about are not informed enough or knowledgeable enough to understand these issues.”

[Blue Ribbons/Red Faces: Packer control of NCBA by Lee Pitts, March 2000](#)

Consumers everywhere want to know more about their food.

## **McDonald's in Brazil to serve sustainable beef supplied by JBS**

To be considered sustainable by McDonald's, beef has to come from suppliers that meet the zero deforestation criteria, and farms shouldn't be located in protected and indigenous areas. Ranchers should also prove they don't have child labor and slavery practices, meeting rules established by the Brazilian Roundtable on Sustainable Livestock.



**ORGANIC  
GROUND BEEF**

PRODUCT OF USA, CANADA,  
AUSTRALIA AND URUGUAY  
PROCESSED IN THE USA

**KIRKLAND**  
*Signature*

Every Kirkland Signature product is guaranteed to meet or  
exceed the quality standards of the leading national brands.  
If you're not completely satisfied, your money will be refunded.

ITM. / ART. 598881



USE BY 08/07/15 250 17-40 LBS



**80% LEAN 20% FAT  
GROUND BEEF**

FREEZE BY  
08/21/2015

\$/LB.  
3.99

NET WT.  
1.00

**TOTAL PRICE**

**\$ 3.99**

PRODUCT OF AUSTRALIA, USA, NICARAGUA  
AND NEW ZEALAND

SKU#91082

**Safe Handling Instructions**

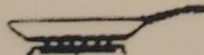
This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mislabeled or cooked improperly. For your protection, follow these safe handling instructions.



Keep refrigerated or frozen.  
Thaw in refrigerator or microwave.



Keep raw meat and poultry separate from other foods.  
Wash working surfaces (including cutting boards),  
utensils, and hands after touching raw meat or poultry.



Cook thoroughly



Keep hot foods hot. Refrigerate leftovers  
immediately or discard.





simple truth organic  
Grass Fed Ground Beef  
85% LEAN | 15% FAT  
NET WT 1 LB (16 OZ) 453g  
KEEP REFRIGERATED  
106413

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KR EQUIP # 4104223  
3YS B1-1 FANS CPA-41 LIGHTS CLA-19,21

20 BEEF 00060781 0001111096896  
STO GRS FED BF GRD 85% 16 OZ  
20 12 154107  
43.75 PER OUNCE  
6.99

simple truth | Natural\* Beef  
: No antibiotics ever : No preservatives  
: No added hormones : Vegetarian fed

LAUREN LEAN BEEF  
SUMMER SWEEPSTAKES  
ENTER TO WIN  
THRU SEPT. 2

# ORGANIC GROUND BEEF

FREEZE BY  
08/27/2015

\$/LB.  
7.49

NET WT  
1.00

**TOTAL PRICE**

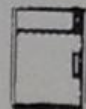
**\$ 7.49**

PRODUCT OF USA AND AUSTRALIA

SKU#92558

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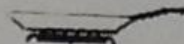
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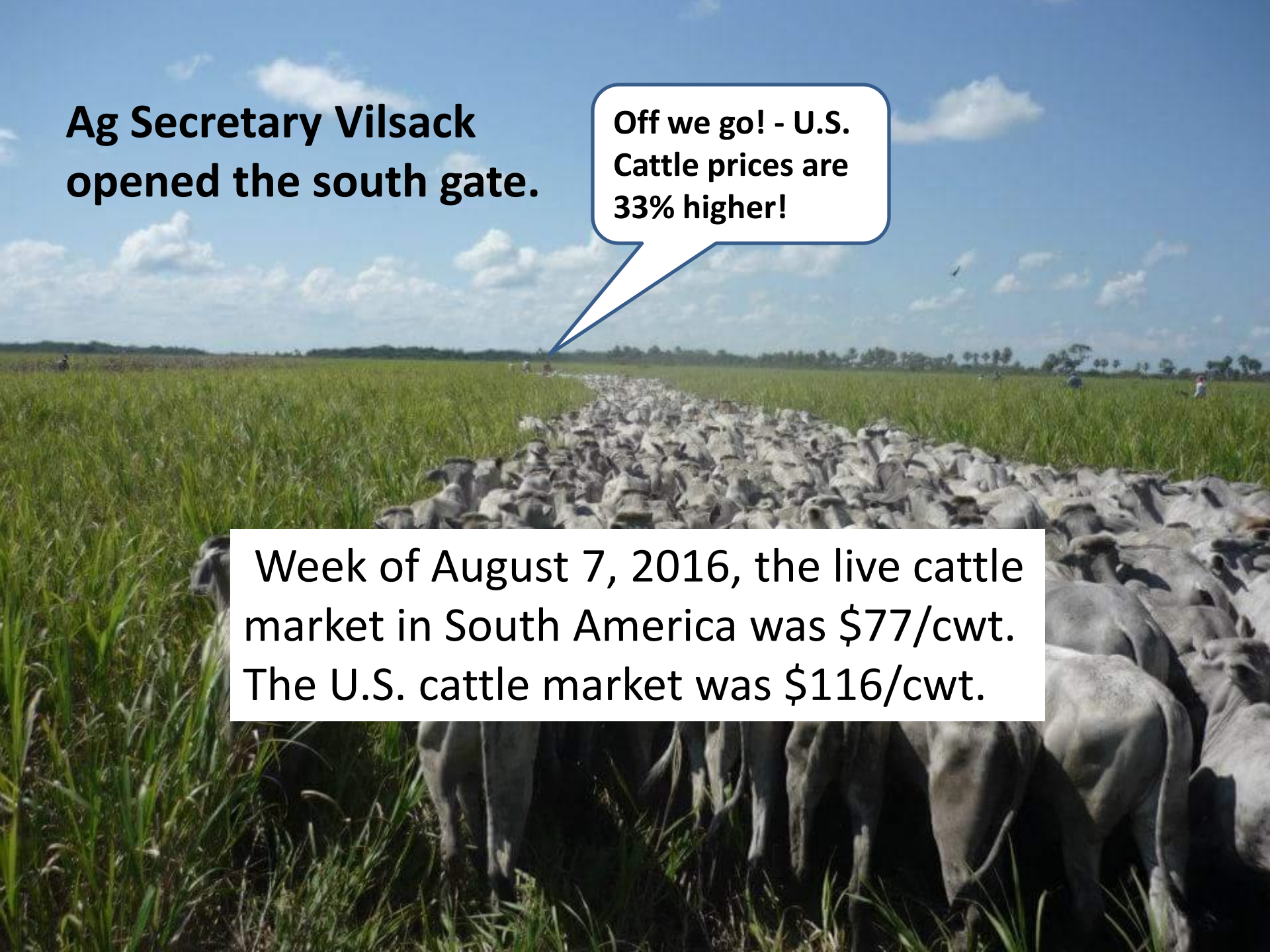
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**Ag Secretary Vilsack  
opened the south gate.**

Off we go! - U.S.  
Cattle prices are  
33% higher!

Week of August 7, 2016, the live cattle  
market in South America was \$77/cwt.  
The U.S. cattle market was \$116/cwt.





Anheuser-Busch is changing the name of their signature Budweiser beer to "America" for the summer, along with other patriotic changes to the labels.





# Stealing!

What big retailers and meat packers are doing to cattlemen



Cattle producers have lost over \$1,200 per head of their share of the consumer beef dollar since 1970 when markets were fair and competitive.



MAXIMUM PACKER CONCENTRATION EFFICIENCY

1998