

*An Industry Worth*  
**FIGHTING FOR**



**1984**

1.3 million Beef Cow Farms/Ranches  
37 million Beef Mother Cows  
113K Feedlots

"Big 4" Control 36% of Fed Cattle Slaughter

**2025**

622K Beef Cow Farms/Ranches (52% Loss)  
28.7 million Beef Mother Cows (25% Loss)  
26K Feedlots (77% Loss)

"Big 4" Control 80% of Fed Cattle Slaughter

*Why is America losing its ranchers?*

**Imports, packer concentration, burdensome mandates, and weak trade and food safety policies are driving families off the land, raising grocery prices, and undermining food security.** *Congress must act now.*

## **MANDATORY COUNTRY OF ORIGIN LABELING**

***Include MCOOL in the Farm Bill. Support the American Beef Labeling Act (S.421)***

Since Congress repealed MCOOL in 2015, foreign beef can be labeled "Product of USA" even if the animal was never born or raised here. This deceives consumers, drives down U.S. cattle prices, and has cost ranchers tens of billions. Reinstating MCOOL restores transparency, supports American producers, and lets families choose U.S.-born, raised, and harvested beef.

## **RESTORE COMPETITION**

***Enforce the Packers and Stockyards Act***

The "Big 4" packers control over 80% of the fed cattle market, thinning out the cash market and locking ranchers into captive contracts. Ranchers are losing leverage, income, and their way of life. Clear rules and antitrust enforcement are needed to stop unfair practices, restore competitive cash trade, and prevent the cattle industry from going the way of poultry and hogs. Less competition means higher grocery prices and fewer choices for families.

## **CHECKOFF REFORM**

***Support the Opportunities for Fairness in Farming (OFF) Act (S.1848/H.R.3516)***

Since 1985, ranchers have been forced to pay into the Beef Checkoff Program with no vote in nearly 40 years. Checkoff dollars often flow to groups lobbying against reforms like MCOOL, while producers lose market share to imports. A referendum vote and accountability reforms are needed to stop misuse, end conflicts of interest, and ensure the program serves independent cattle producers, not corporate consolidation.

## **STOP MANDATORY EID EARTAGS**

The USDA has finalized a costly mandate forcing ranchers to use electronic ID (EID) tags for cattle crossing state lines. These tags do nothing to improve disease traceability but will cost producers tens of millions and strengthen packer control. Worse, tags promised "free" with taxpayer funds are already running out, leaving ranchers to pay out of pocket. This is about money and control, not food safety. It's a step toward mandating EIDs from birth to slaughter and tracking ranchers through a national database.

## **REBALANCE TRADE**

The U.S. is now a net food importer. Imports supply over 22% of beef and 70% of lamb consumed here, hollowing out rural America and weakening food security. Brazil exceeded its beef quota five times in just 17 days of 2025 while U.S. ranchers lost over 107,000 operations in just five years. Strong tariffs, tariff-rate quotas, and suspension of unsafe imports are needed to give U.S. producers space to rebuild herds and secure America's food supply.

## **STOP THE NEW WORLD SCREWWORM**

The New World Screwworm, a deadly parasite, is spreading north through Mexico. If it reaches the U.S., the economic toll could exceed \$100 billion, devastating livestock, wildlife, pets, and even people. Secretary Rollins closed the border to protect U.S. herds, but packers are pressuring to reopen it for cheaper imports. The border must stay closed until Mexico eradicates the pest. Prevention is cheaper and safer than eradication after the fact.