YOUR BROKEN CATTLE MARKET WILL NOT FIX ITSELF

Here's how we do it:

MANDATORY COUNTRY OF ORIGIN LABELING

MCOOL allows consumers to decide where their meat comes from. American ranchers can no longer compete with billions of pounds of undifferentiated, imported beef. With MCOOL, when consumers choose to buy American born, raised and harvested beef, the packers will have to source American born and raised cattle to satisfy that country-specific demand, which will directly support America's ranching families and rural communities.

CHECKOFF REFORM

The beef checkoff should prohibit lobbying groups from receiving checkoff funds, and it should allow the promotion and advertisement of USA beef. Currently the program informs consumers that beef is beef, regardless of where it is produced or who produces it. This commoditizes beef in the minds of consumers and encourages them to simply seek the lowest cost beef since they believe all beef is the same. As a result, the checkoff lowers the value of USA beef.

COMPETITION AND ANTITRUST ENFORCEMENT

Packers have thinned the industry's price discovery market by shifting cattle purchases out of the cash market and into formula contracts. To reverse this, packers must be required to purchase at least half their weekly cattle needs from the cash market, and forward contracts that do not contain a firm base price must be prohibited.

Support USDA's rulemaking to implement the over 100-year-old Packers and Stockyards Act which prohibits unfair, deceptive, and unjustly discriminatory conduct against producers. The USDA has never written rules with which to implement these provisions in the Act and so the Agency cannot effectively enforce the Act.

NO MANDATORY EID

Electronic ID eartags are currently used by many producers as a value-added means of earning a premium in the marketplace. If EID becomes mandatory, those premiums will disappear. If the packers and the government want to increase the use of EID, they should provide market incentives to encourage their use, but in no instance should the government require their use as a condition for being a cattle producer.

REBALANCE TRADE

The U.S. imports more beef and cattle than it exports, resulting in a price depressing trade deficit. Quantity limitations such as through tariffs and tariff rate quotas are needed to give the domestic industry space to begin rebuilding its cattle herd that has been severely reduced due to both import pressure and widespread drought.

Scan to learn more.