

R-CALF USA Beef Checkoff Resolutions

In 2006, R-CALF USA members approved the following two resolutions through a mail-in ballot:

No. 1: Whereas, R-CALF USA seeks to provide the motivation, information and support necessary to our members so they can become more involved in influencing decisions regarding the Beef Checkoff, and

Whereas, the vast majority of dollars collected by the Beef Checkoff comes directly from U.S. cattle producers,

Therefore, be it resolved, R-CALF USA recommends the following:

1. All R-CALF USA affiliate organizations seek approval as “qualified” organizations or associations in their respective states, nominate from within their membership and actively promote those nominees for appointment to the Cattlemen’s Beef Board (CBB).
2. Those affiliate organizations also work diligently to obtain seats on their respective state beef council by providing candidates for appointment or election.
3. Be it further resolved, R-CALF USA seeks appropriate changes to the Beef Promotion Act and Order that would allow Beef Checkoff dollars collected from U.S. cattle producers to be used to promote products that are specifically born, raised and processed in the United States.

No. 2: BE IT RESOLVED: R-CALF USA will lead a nationwide referendum to amend the National Beef Promotion Act to make such Acts responsive to grassroots family cattle producers.

This is NOT an effort to kill the program, but rather an effort to make the program better.

Specifically, R-CALF USA is suggesting the Checkoff program be amended to include the following:

1. Checkoff dollars may be used to promote USA beef from cattle born, raised, and processed in the United States of America.
2. A periodic vote on the Checkoff program (every 5 years).
3. Prohibit any one cattle organization from serving as the “prime contractor” for the program, but allow all cattle organizations to participate in approved projects on a case-by-case basis.
4. Reform the Cattlemen’s Beef Board to reflect proportional representation from all national cattle organizations.

5. Allow Checkoff expenditures to promote branded products from small and large packing entities.
6. Provide that 70 percent of all funds collected remain in the state where collected, and 30 percent to the Cattlemen's Beef Board.
7. Reset the date for cattle organizations to be able to bid on Checkoff contracts from 1985 to the date the Act is amended.