

BEEF PROMOTION AND RESEARCH BOARD



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February 9, 2007

Mr. Bill Bullard, CEO
R-CALF USA
P.O. Box 30715
Billings, MT 59107

Dear Bill:

As you may know, making sure Beef Checkoff funding is always properly acknowledged has been one of the recent priorities of the Cattlemen's Beef Board. In that regard, the CBB Executive Committee developed the enclosed proposed Acknowledgment Guidelines at its last meeting.

Because R-CALF USA has expressed an interest in the Beef Checkoff program, we thought it appropriate to seek your input before the March 15, 2007 CBB Executive Committee meeting where the proposed revisions will be considered.

Please review the attached proposed guidelines with an eye to how they will address any concerns you may have heard about acknowledgment of checkoff funding. If you will furnish me with any reaction, concerns, comments, or suggestions prior to March 1, 2007, we can include them in the materials we send to the Executive Committee prior to the meeting. Feel free to pass this on to someone else in your organization for reaction if you prefer.

In addition, you are welcome to attend the meeting or send a representative. It is scheduled for March 15, 2007 at the Renaissance Denver Hotel starting with lunch at noon or as soon as the Operating Committee adjourns.

I look forward to your response, and thanks for your help.

Sincerely,

Monte Reese
Chief Operating Officer

MR/lt
Enclosure

Proposed Checkoff Funding Acknowledgment Guidelines

01-31-07

Objective

The primary objective of checkoff funding acknowledgment is to:

Clearly credit the producer and others whose checkoff dollars pay for the items and activities funded by the checkoff.

Principles

When checkoff dollars are used, whether partial or full funding, the project and all related communications must accurately identify the funding source.

There are situations where including a reference to the Board's contractor will add value with the targeted audience.

Methodology

The following methodology will apply to all domestic contractors:

To accomplish this objective and adhere to these principles, all checkoff-funded materials will include the phrase "Funded by the Beef Checkoff" and, preferably, the Beef Checkoff Logo.

When it adds value with the targeted audience and strengthens the potential impact on beef demand, the name of the contracting organization may be included in the communications, with advance approval by the CBB Executive Committee.

The name of the individual, title, contracting organization and phone number shall be allowed if preceded by "For more information, contact."

Domestic contractors' logos will be used only on those materials that are partially funded with non-checkoff funds.