

April 14, 2007

Dear Monte,

Thank you for allowing R-CALF USA the opportunity to comment on the proposed Beef Checkoff funding acknowledgment guidelines. R-CALFUSA supports improvements to the Checkoff and feels that those who pay the Checkoff should be acknowledged with the clear credit suggested in the objective.

The second sentence under principals does raise some concern, however. That concern involves keeping the message clear as to who is funding the project. It is difficult to imagine any situation where listing the Board's contractor would add "value", but instead, it could result in confusion as to who is funding the materials.

Under methodology, the same issue exists. The third sentence raises the concerns previously addressed. The fourth sentence further clouds the funding issue by making it appear as though the person or group to be contacted has paid for the project. It is also not clear that the "more information" is solely about the Checkoff program.

Lastly, R-CALF USA feels that any use of other logos could cause confusion for producers and cause them to question if their dollar-per-head is being spent to promote beef, or, to promote the contractor. It is important that the CBB ensures that the clear message of how the producer's funds are being used is not confused.

Thank you for considering these comments and concerns.

Sincerely,

Joel Gill, member MS Beef Council

for R-CALF USA