

# BEEF PROMOTION AND RESEARCH BOARD



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April 2, 2007

Mr. Joel Gill  
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Billings, MT 59107

Dear Joel:

Thank you for the comments you submitted regarding the proposed Acknowledgment Guidelines recommended by the Cattlemen's Beef Board Executive Committee in January. The Executive Committee met again in Denver in mid-March and reviewed all comments received regarding those guidelines before adopting a final version, which is enclosed for your information.

In your comments, you said you found it difficult to imagine "any situation where listing the Board's contractor would add value." With that in mind, I thought you might also be interested to know that the new guidelines were immediately applied at the March meeting, providing an example of how they will come into play in that vein. The Executive Committee reviewed requests from NCBA for permission to use NCBA's name in connection with sponsorships of events with nutrition and health professional audiences.

Committee members said they understood that many health professionals may be more familiar with NCBA than with the beef checkoff, giving NCBA's name some value in terms of reputation and relationship with the audience. Nonetheless, the Executive Committee said, it is ultimately important that the checkoff be recognized as the sponsor. Rather than NCBA's proposed sponsorship line of "NCBA on behalf of the Beef Checkoff," then, the committee approved use of "The Beef Checkoff through NCBA" to place the checkoff at the head of the acknowledgment and next to the Beef Check Logo. The Executive Committee did not approve a second request from NCBA to allow similar use of its name in communications to media addressing health and nutrition audiences and issues.

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Thanks again for your comments regarding this issue, Joel. The Executive Committee made it clear that it is committed to applying these guidelines to help producers see just how their checkoff dollars are being invested and to acknowledge them for those investments.

Sincerely,



Monte Reese  
Chief Operating Officer

Cc: Bill Bullard, Shae Dodson  
MR/lt  
Enclosure

## **Proposed Checkoff Funding Acknowledgment Guidelines**

### **03-15-07**

#### **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, if possible, 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 may be used only on those materials that are partially funded with non-checkoff funds.