

Fighting for the U.S. Cattle Producer!



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September 19, 2012

Beef Industry Checkoff Group
C/O Scott Stuart, CEO
National Livestock Producers Association
13570 Meadowgrass Drive
Colorado Springs, CO 80921

VIA E-MAIL: scott.stuart@nlpa.org; and CERTIFIED MAIL, RETURN RECEIPT REQUESTED

Dear Beef Industry Input Group:

R-CALF USA is in receipt of your Sept. 17, 2012 letter addressed to R-CALF USA's Checkoff Chairman. Your letter indicates you have collectively voted to ban R-CALF USA from participating in the previously scheduled Sept. 24, 2012 meeting of the Beef Checkoff Industry Input Group.

Your Sept. 17, 2012 joint letter is both fraudulent and libelous.

Your letter falsely claims that R-CALF USA sent a letter to U.S. Agriculture Secretary Tom Vilsack that stated "if the Secretary does not act on the letter, '[R-CALF] will consider joining the lawsuit.'" Despite the fact that your letter fraudulently and libelously indicates this was a direct quote from R-CALF USA, R-CALF USA did not make that statement in its letter to Secretary Vilsack.

Whosoever authored your Sept. 17, 2012 joint letter is fundamentally corrupt and lacks any semblance of integrity and ethics. Further, and by virtue of cosigning the Sept. 17, 2012 joint letter, each of your letter's signatories have willfully and maliciously joined in the corrupt and libelous act of fraudulently fabricating, and then assigning to R-CALF USA, a quote that R-CALF USA did not state or write in its letter to Secretary Vilsack.

This is not a matter of misinterpreting R-CALF USA's letter to Secretary Vilsack. You have committed fraud and libel by willfully and maliciously fabricating, and then assigning to R-CALF USA, a damaging and inflammatory quote that R-CALF USA did not make. You then maliciously used that fictitious quote as your basis for banning R-CALF USA from participating in the upcoming Sept. 24, 2012 meeting.

Your letter does not even reach the level of child's play. Your action of willfully fabricating a statement, and then maliciously assigning that false statement to R-CALF USA as a direct quote, is so unethical and unprofessional as to be criminal. And, we are investigating that

possibility right now because your fraudulent and libelous action has harmed R-CALF USA's good name and reputation.

R-CALF USA's recent letter to Secretary Vilsack seeks the same resolution to restore the integrity of the Beef Checkoff Program that R-CALF USA has been actively and publicly seeking for more than two years – during which period R-CALF USA has been actively participating in the Beef Checkoff Industry Group. In fact, on August 4, 2010, R-CALF USA, three state Farmers Union groups, and 25 additional farm and cattle groups – representing untold thousands of Beef Checkoff Program contributors – sent a joint letter to Secretary Vilsack, the U.S. Department of Justice, and the Office of Inspector General requesting that they “immediately suspend the Checkoff contract between NCBA and the CBB.” R-CALF USA is the only member of the Beef Checkoff Industry Input Group that continually represents the long-stated positions of those untold thousands of Beef Checkoff Program contributors and your sinister attempt to ban R-CALF USA from the upcoming, Sept. 24, 2012 meeting likely is an effort to shut-out a significant segment of the industry that simply has a different opinion than yours.

This is a serious matter. R-CALF USA has actively participated in the Beef Checkoff Industry Input Group since its inception and has been steadfast in its position. R-CALF USA considers the purported vote to ban R-CALF USA from the upcoming Sept. 24, 2012 Beef Checkoff Industry Input Group meeting to be null and void because it was clearly based on a malicious and fraudulent misrepresentation of R-CALF USA's position. A representative of R-CALF USA will participate in the Sept. 24, 2012 meeting of the Beef Checkoff Industry Input Group.

In the meantime, we respectfully suggest that you identify the corrupt author of your Sept. 17, 2012 joint letter and immediately secure his or her resignation so that the Beef Checkoff Industry Input Group can begin to restore its severely damaged professionalism and integrity.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Bullard". The signature is stylized and cursive, with a prominent horizontal line at the bottom.

Bill Bullard, CEO

Cc: U.S. Agriculture Secretary Tom Vilsack
Craig Shackelford, USDA-AMS