

**Industry-Wide Beef Checkoff Task Force
Recommendations
DRAFT**

The Industry-Wide Beef Checkoff Task Force recommends:

1. The beef referendum process be revised to provide producers the opportunity to petition every five years for a referendum on continuing the Checkoff. Ten percent of beef producers signing the petition at county offices will trigger the USDA to conduct a vote within a year. This is similar to the Soybean referendum model.
2. To assure strong demand building initiatives for the beef industry in the future and to offset twenty years of inflation, adjust the per head checkoff rate to \$2.00. The industry will need to approve any checkoff rate change through a referendum.
3. The Federation of State Beef Councils gives priority to enhancing its identity in order to strengthen beef industry stakeholder understanding of the Federation. Options such as changing its name from The Federation Division to The Beef Checkoff Federation could be considered.
4. Any reference to the charter date of established national non-profit industry governed organizations be eliminated from definition (1260.113c) in the Beef Promotion and Research Order. This will make the checkoff program more inclusive.

The Task Force adopted all these recommendations by the agreed upon super majority (two-thirds).