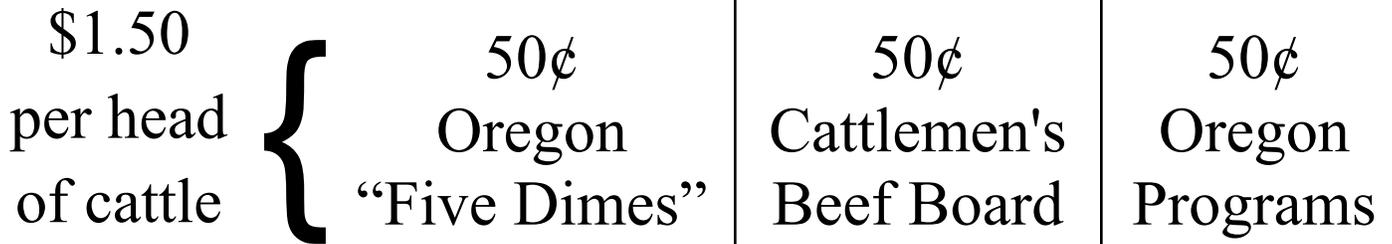


OREGON BEEF COUNCIL



CHECKOFF PROGRAM



Oregon 50¢ { There was an increase in the assessment from \$1.00 to \$1.50 in 2006 and we call that additional fifty cents the “Oregon Fifty Cents” or, “Oregon Five Dimes” in the budget. This category has special legal requirements for how that money can be spent.

 <p>Animal Science Research</p> <p>Research conducted to improve the health, cultivation and breeding of cattle.</p>	 <p>Rangeland Science Research</p> <p>Research conducted to improve sustainable environmental health and quality of cattle nutrition.</p>	 <p>Study of Legislation</p> <p>Represent and protect the interests of the beef industry with respect to any legislation, proposed legislation, or executive action.</p>	 <p>Positive Producer Image</p> <p>Projects and community outreach that provide education and promotion of the beef and dairy industries.</p>	 <p>Administration of these programs</p> <p>Oversight of research contracts, collection of assessment dollars, and positive representation of Oregon’s beef and dairy producers.</p>
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CBB 50¢ { The Oregon Department of Agriculture sends fifty cents (half of the Federal Dollar) to the Cattlemen’s Beef Board (CBB) in Denver, a stand-alone organization of checkoff-paying producer volunteers that administers the Beef Checkoff Program. The CBB uses these funds from beef councils across the country for projects to build demand for beef. These include; promotion, research, consumer information, industry information, foreign marketing, and producer communications.



Oregon Programs 50¢ { The remaining fifty cents (second half of the Federal Dollar) stays in Oregon to fund advertising, promotional programs, and other work to promote the industry. This includes advertising Tailgater of the Game at college football games, social media and radio advertising, work with the U.S. Meat Export Federation, and projects with top chefs in Oregon's culinary community such as our Oregon Beef Council Chef of the Year programs.



FAQ's about Checkoff Dollars

What can the check off do?

The mission of the beef checkoff program focuses on improving producer profitability, expanding consumer demand for beef and strengthening beefs position in the marketplace.

What can't the check-off do?

By law, check off funds cannot be used to influence government policy or action, including lobbying. The checkoff doesn't own cattle, packing plants or retail outlets. It can't control prices or single-handedly turn around a bad market.

Do Packers pay?

Anyone who owns cattle for more than 10 days prior to harvest must pay the dollar per head check off on each animal. There are however, no packer seats on the beef board.

Do importers pay?

Importers pay the \$1 per head check off or the equivalent, on imported cattle, beef and beef products, amounting to several million dollars each year.

Do contractors make money from the check off?

No. The beef board and the USDA must approve all check-off budgets and programs before any contractors are reimbursed for program costs on a cost-recovery basis. Contractors are reimbursed only for substantiated direct cost incurred in implementing approved check-off programs.



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