

# BEEF COUNCIL bullhorn



## The Beef Checkoff Celebrates 35 Years

**T**his year marks the 35th Anniversary of the Beef Checkoff. The Checkoff has significantly and positively altered the beef industry's course, and has brought producers, industry organizations, and stakeholders together with a common purpose: driving demand for beef. In thinking back to the Checkoff's first advertising campaign that launched in 1987, "Beef: Real Food for Real People.", featuring celebrity James Garner, it's quite possible that some of today's producers might be, a) too young to remember beef's first celebrity spokesman, or b) perhaps were not even born yet. Regardless of age, the impact the Checkoff has on beef demand, and ultimately our operations, is significant. The following list highlights Checkoff-funded work that has enhanced and added value to our beef products:

- Improvements in pre- and post-harvest safety protocols to remove carcass/product contamination
- Extending beef's safe shelf-life by reducing carcass bacteria
- Development of new cuts for foodservice and retail such as the Flat Iron Steak and Petite Tender
- Targeting consumers through campaigns such as Beef. It's What's For Dinner. that provide education on beef's safety, versatility, and nutrition
- Building trust for U.S. beef with consumers all over the world through foreign marketing, education, and promotions

DRIVING STRONG  
DEMAND

**35**  
BEEF  
**YEARS**  
EST. 1986  
BEEF CHECKOFF

■ And much more ... 35 Years – Driving Strong Demand for Beef! [www.beefboard.org/2021/01/25/the-beef-checkoff-throughout-the-years](http://www.beefboard.org/2021/01/25/the-beef-checkoff-throughout-the-years)

To highlight the milestones and achievements that have taken place throughout the years, the Cattlemen's Beef Board (CBB) will be celebrating the Checkoff's 35th Anniversary at the Cattle Industry Convention/Summer Business Meeting

in Nashville, TN. The celebration will begin on Tuesday, August 10 at the Opening General Session and will include a look at how the Checkoff has evolved and changed over the years. On Wednesday, August 11, be sure to join your fellow producers for a special 35th Anniversary reception. Whether you are relatively young (more of the Matthew McConaughey era) or have been involved in the industry a bit longer (the James Garner era), you can celebrate the past, present, and future of the Beef Checkoff. ■

MAKE EVERY LITTLE BITE COUNT



CBB has created an entire campaign on introducing babies to beef. This gives new meaning to the term, Beef Babies!



## Answers to Your Questions About the Beef Checkoff

### How do I pay into the checkoff?

By law, all producers selling cattle or calves, for any reason and regardless of age or sex, must pay \$1 per head to support beef/veal promotion, research and information through the Beef Promotion and Research Act. You pay the checkoff when you sell or transfer the ownership of cattle. Typically, the NM Livestock Board Inspectors collect the Checkoff when they finalize your sale and forward it to the NM Beef Council. The New Mexico Beef Council keeps 50 cents of every dollar collected for in state programs.

### What is the Cattlemen's Beef Board? Who serves? How are they paid?

The Cattlemen's Beef Promotion and Research Board, usually referred to as the Cattlemen's Beef Board (CBB), oversees the Beef Checkoff program which was established in the Beef Promotion and Research Act as part of the 1985 Farm Bill. CBB manages the collection of \$1 per head on all cattle sold in the U.S. and \$1 per head equivalent on imported cattle, beef and beef products. CBB is also responsible for approving the annual budget for its national checkoff-funded programs.

CBB currently consists of 99 members who are individually nominated by certified nominating organizations and appointed by the Secretary of Agriculture to serve a three-year term. Members include domestic beef, dairy and veal producers, as well as importers of beef and beef products.

Nominating organizations represent beef and dairy producers in 32 individual states and six state units, where states are grouped together to form enough cattle numbers for a seat, based on the number of cattle in each state. Importer appointments are drawn from nomina-

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tions by importer associations. The number of Board members is established according to the number of cattle in the state or region; 500,000 head for the first Board member and 1,000,000 head for each additional member. Importer numbers are established in the same manner.

Members serve without pay, but may be reimbursed for travel and direct business expenses associated with serving on the CBB. Bill King, Moriarty, serves as the New Mexico Director to the CBB.

### How can I be involved in the Beef Checkoff?

For many producers, the best place to get involved is by attending state board meetings or even becoming a member of the Cattlemen's Beef Board (CBB). The NM Beef Council meets five times a year and welcomes your participation in these meetings.

### How is the checkoff promoting beef in a healthy diet?

"Beef. It's What's For Dinner." brand, the checkoff is sharing recipes, nutritional facts and the dietary benefits of eating beef with consumers.

### Does the CBB support governmental or regulatory policy issues?

According to the Beef Promotion and Research Act, checkoff funds cannot be used to influence government policy or action, including lobbying. ■



The Checkoff helps fund the Beef Quality Assurance programs.



Before you decide to swap Ground Turkey for Ground Beef, check the nutrition facts. Both are excellent sources of protein and are packed with many essential nutrients. But did you know, 93% lean cooked ground beef is lower in calories, total fat and cholesterol than 93% lean cooked ground turkey?



Compare the nutrients in 3 oz cooked ground beef to 3 oz cooked ground turkey



#### GROUND BEEF

93% Lean / 7% Fat  
Serving Size: 3 ounces, Pan-broiled

Calories	155	Daily Value	
Total Fat, g	6.8	10%	
Saturated Fat, g	2.8	14%	
Cholesterol, mg	71	24%	
Protein, g	22	43%	
Iron, mg	2.4	13%	
Zinc, mg	5.4	36%	
Vitamin B <sub>12</sub> , mcg	0.3	16%	
Vitamin B <sub>6</sub> , mcg	2.4	40%	
Niacin, mg	5.2	26%	
Phosphorus, mg	187	19%	

#### GROUND TURKEY

93% Lean / 7% Fat  
Serving Size: 3 ounces, Pan-broiled

Calories	181	Daily Value	
Total Fat, g	9.9	15%	
Saturated Fat, g	2.5	13%	
Cholesterol, mg	88	29%	
Protein, g	23	46%	
Iron, mg	1.3	7%	
Zinc, mg	3.2	21%	
Vitamin B <sub>12</sub> , mcg	0.4	21%	
Vitamin B <sub>6</sub> , mcg	1.6	27%	
Niacin, mg	6.9	34%	
Phosphorus, mg	220	22%	

US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory, USDA National Nutrient Database for Standard Reference, Legacy, Version Current: April 2018. Internet: <https://ndb.nsl.usda.gov/ndb/>  
NDSRP: ground beef 23474, ground turkey 05665

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This infographic is one of many developed by the CBB to compare other protein sources with Beef. Courtesy of BeefItsWhatsForDinner.com



Spicy Stir-Fry



Steak Salad



Slow Cooked Beef



Whole Roast/Beef Stew



Beef Ribs/Burger



Grilled Steak/Kabobs



The CBB has created hundreds of infographics and images that reinforce beef as a center of the plate choice for consumers and restaurateurs. This one suggests how to pair your favorite ale with your favorite beef dish.

For more information about your beef checkoff investment visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com)



**2020-2021 DIRECTORS – CHAIRMAN**, Matt Ferguson (Producer); **VICE-CHAIRMAN**, Zita Lopez (Feeder); **SECRETARY**, Susie Jones (Dairy Producer).

**NMBC DIRECTORS:** John Heckendorn (Purebred Producer); Jim Hill (Feeder); Kenneth McKenzie (Producer); Cole Gardner (Producer); Marjorie Lantana (Producer); Dan Bell (Producer)

**BEEF BOARD DIRECTOR**, Bill King (Producer) **FEDERATION DIRECTOR**, Matt Ferguson **U.S.M.E.F. DIRECTOR**, Kenneth McKenzie

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