



## Frequently Asked Council Assessment Questions

### What will the Council Assessment be used for?

It has been 30 years since the State of New Mexico last collected an assessment. Costs have done nothing but escalate over the past 3 decades. In response to flat or declining budgets in the face of escalating costs, the New Mexico Beef Council has had to trim expenses and marketing programs over the years. The additional revenue generated by the Council Assessment will be used to support or expand the following efforts by the New Mexico Beef Council:

- Consumer, media and social media marketing efforts to increase the demand for beef;
- Public outreach through programs such as the state-wide 5<sup>th</sup> grade school program (Kids, Kows & More), the Youth Ranch Management Camp and the U.S. Beef Academy;
- Promotions at the New Mexico State Fair and other community events around the State;
- Research in beef safety, beef nutrition and new beef product development;
- Producer education programs such as the Beef Quality Assurance Program; and education programs for beef retailers, food service operators, chefs and culinary students;
- Marketing beef to international markets in cooperation with the US Meat Export Federation;
- Statewide consumer and producer community education, marketing, outreach and advocacy;
- Manage beef related issues in the State that can affect consumer's confidence in beef and impede producer ability to operate.

### How do I apply for a refund of the Council Assessment?

- Complete the "Application" which can be found at [NMBeef.com](http://NMBeef.com); Ranchers/Dairy Farmers Tab; "Online Application Request". When completing this form online, it is delivered directly to the NMBC by hitting the "Submit" button at the bottom of the application. Applications may be mailed to persons who are unable to complete the application online. Call the NMBC at 505-841-9407 to request a form by mail.
- Only refunds requested through this procedure will be granted. Please note that the request for a refund is for a one-time refund on a one-time sale.
- Refund requests must be made within thirty days of the date of sale. Requests will be date stamped when received by NMBC. Requests made after thirty (30) days from the date of sale are not eligible to receive a refund.
- Upon receipt of a request for a Refund Application, a unique and sequentially numbered Refund Application will be sent to the producer by U.S. Mail. The form must be completed, in its entirety, and returned to the NMBC by U.S. Mail with a copy of your Form 1 or Bill of Sale.
- NMBC will verify that the Refund Application is filled out correctly and signed by applicant, and the proof of sale documentation indicating collection of the State Assessment is included. Upon receiving a completed and signed Refund Application, NMBC will issue a refund within fifteen
  - (15) days of receipt of the assessed funds from the New Mexico Livestock Board.
- NMBC will notify the producer if their Refund Application is incomplete with detail on what additional information is required.

## How do I Opt-Out of the Council Assessment?

- Producers may elect not to participate in the Council Assessment through an application process.
- Complete the “Application” which can be found at NMBeef.com; Ranchers/Dairy Farmers Tab; “Online Application Request”. When completing this form online, it is delivered directly to the NMBC by hitting the “Submit” button at the bottom of the application. Applications may be mailed to persons who are unable to complete the application online. Call the NMBC at 505-841-9407 to request a form by mail.
- One Opt-Out Application must be submitted for **each brand** the producer wishes to exempt from the Council Assessment.
- Upon receipt of a request for an Opt-Out Application, NMBC will send a unique and sequentially numbered Opt-Out Application (one per brand) to the producer by U.S. Mail. The form must be completed, in its entirety, and returned to the NMBC by U.S. Mail.
- Opt-Out Applications may be made at any time; however, the request will only be valid for transactions going forward from the date of receipt of the Opt-Out Application by the NMBC.
- NMBC will verify that the Opt-Out Application is filled out correctly and signed by applicant.
  - Upon receiving a completed and signed Opt-Out Application, NMBC will update the New Mexico Livestock Board records to indicate receipt of the completed request and the Council Assessment will no longer be collected from that date forward for three years. Opt-Out status will be valid for three years from the date of receipt by NMBC.
- NMBC will notify the producer once their Opt-Out Application has been received and processed. Opt-Out Producers should keep that notification record for their records.
- If a producer chooses to opt-out of the Council Assessment, s/he are still responsible for paying the Federal Beef Checkoff assessment.

## If I Opted Out of the Council Assessment, How do I Opt Back In?

- If a Producer has previously opted-out of paying the Council Assessment and wishes to opt back in and begin paying the Council Assessment, s/he can do that at any time by a notification process.
- Complete the “Application” which can be found at NMBeef.com; Ranchers/Dairy Farmers Tab; “Online Application Request”. When completing this form online, it is delivered directly to the NMBC by hitting the “Submit” button at the bottom of the application. Applications may be mailed to persons who are unable to complete the application online. Call the NMBC at 505-841-9407 to request a form by mail.
- Cancel Opt-Out Notifications may be requested from the NMBC website.
- Upon receipt of a request for a Cancel Opt-Out Notification, NMBC will send a unique and sequentially numbered Cancel Opt-Out Notification to the producer by U.S. Mail. The form must be completed, in its entirety, and returned to the NMBC by U.S. Mail.
- NMBC will verify that the Cancel Opt-Out Notification is filled out correctly and signed by applicant. Upon receiving a completed and signed Cancel Opt-Out Notification, NMBC will update the NMLB records to indicate receipt of the completed notification and the Livestock Board will resume collecting the Council Assessment.
- NMBC will notify the producer that their Cancel Opt-Out Notification has been received and processed.

### **What's the difference between the Council Assessment and the Checkoff?**

- The Council Assessment is optional; the Checkoff is mandatory.
- 100% of the Council Assessment remains in New Mexico. 50% of the Checkoff funds stay in New Mexico and 50% is sent to the Cattlemen's Beef Promotion and Research Board (Beef Board).

### **How much is the Council Assessment?**

- \$1.00 per head of cattle that is involved in a transfer of ownership in New Mexico

### **When does the Council Assessment Take Effect?**

- The Council Assessment goes into effect on July 16, 2019 and the Checkoff continues as it has since 1988.

### **How is the Council Assessment Collected?**

- The New Mexico Livestock Board Inspectors will collect the Council Assessment on behalf of the NMBC. These funds are collected as part of the transfer of ownership for each transaction that occurs in New Mexico.

### **If I Complete an Opt-Out Form, does this mean I NEVER pay a Council Assessment?**

- The Opt-Out process will mean you will not pay a Council Assessment for 3 years from the date the NMBC receives and processes this request.
- Opt-Out must be renewed every 3 years by following the procedure outlined above.
- Opt-Out does NOT run concurrently with the Master Brand registration.
- Producers will not receive a reminder when their Opt-Out status expires.