

Alabama 50 Cent State Beef Checkoff Referendum

Ten Reasons to Vote “YES” on July 29th

1. The Alabama 50 Cent State Beef Checkoff is a voluntary program. Those not wishing to participate can have their collection refunded without question.
2. A referendum like this one is held every 5 years to allow cattle owners to vote whether they want to continue or stop the Alabama 50 Cent State Beef Checkoff program.
3. A marketing plan is developed by a group of cattlemen, stockyard operators, and other industry leaders detailing exactly how checkoff dollars will be spent. This marketing plan can viewed online at www.bamabeef.org.
4. More in-state checkoff dollars mean more checkoff impact here in Alabama. State funds are combined with national checkoff dollars to increase buying power in advertising campaigns and other programs that serve to promote beef.
5. Continuing the Alabama 50 Cent State Beef Checkoff means continuing the progress that has been made in the last 5 years to involve more youth in beef cattle activities. Partnerships with FFA and 4-H as well as new programs like the AJCA Round-Up rely on funding from the Alabama 50 Cent State Beef Checkoff.
6. Unlike the national checkoff, funds collected through the Alabama 50 Cent State Beef Checkoff can be used on educational programs for cattlemen such as the Beef Excellence program and the Alabama Beef Pocket Guide.
7. Alabama 50 Cent State Beef Checkoff funds have been used in the last 5 years to train over 200 people from within Alabama’s agriculture community to speak to the media as positive industry spokespersons. In this age of 24-hour news and increased pressure from ant-agriculture activist groups, this training is essential to protecting our livelihood.
8. Funding from the Alabama 50 Cent State Beef Checkoff has been used in the last 5 years to publish and distribute dozens of educational articles aimed at helping Alabama cattlemen stay profitable in their endeavors.
9. Collections from the Alabama 50 Cent State Beef Checkoff have been used to advertise the value of Alabama feeder calves to order buyers and feedyards at several national events.
10. Alabama 50 Cent State Beef Checkoff funds have sent to the U.S. Meat Export Federation which works to increase the sale of U.S. beef in the global marketplace.