



For Immediate Release

June 27, 2008

Contact: Dr. Billy Powell, ACA Executive Vice President

(334) 265-1867

Cattlemen to Vote on July 29th to Continue Self-Help Program

June 27, 2008

On July 29th, cattle owners in Alabama will have the opportunity to vote to continue a voluntary self-help program that works to improve the business climate for beef production in the state by advertising beef, educating consumers, supporting youth programs, and keeping cattlemen informed on ways to remain profitable.

The program, funded by producers at a level of 50 cents per head of cattle marketed, was reinstated five years ago and has since shown its worth by developing new programs and adding to the promotion efforts of the National Beef Checkoff program. Each year, a group of cattlemen, stockyard operators, cattlemen, educators, and other industry leaders meet to past checkoff programs and develop a plan for spending checkoff dollars during the coming year in Alabama.

“As cattle producers, we’re lucky to have the Alabama State 50 Cent Checkoff program in this state. It helps promote our product but it also does so much more for us. We’re able to host media spokesperson training meetings, youth events, and educational meetings for cattlemen. We need it to stay progressive in Alabama,” says Orland Britnell, ACA President and cattle producer from Russellville.

The referendum vote will be held on July 29th from 8:30 a.m. to 4 p.m. at each county extension office in the state. All cattle owners are eligible to vote once in-person regardless of their county of residence or the county where they own cattle. No proxy or absentee voting will be allowed.

Since 1962, nine statewide referendums have been held; all yielding a positive majority vote to continue the program. In a recent survey, nearly 80% of cattlemen approved of the Alabama State 50 Cent Checkoff program.

The 2008 Checkoff Marketing Plan, detailing exactly how and where checkoff dollars are spent, can be viewed by visiting the Beef Checkoff link on www.bamabeef.org or by contacting the Alabama Cattlemen’s Association at 334-265-1867.

###