

Questions and Answers about the upcoming Alabama Beef Checkoff Referendum

What is the state beef checkoff referendum that will occur on July 29th?

Cattle owners across the state will vote to decide whether or not to continue the state 50¢ beef checkoff for another five years.

Where will the voting take place?

A ballot box will be in each County Extension Office and voting will be between 8:30 a.m. to 4:00 p.m.

Who is eligible to vote?

Anyone owning cattle in Alabama is eligible to vote.

Do I have to vote in the county where my cattle are located?

No. But you can only vote one time.

Can I vote by proxy?

No. **Each cattle owner must vote in person at the County Extension office.**

Is the program mandatory?

No. There is a refund provision so any cattle owner who does not wish to participate in this self-help program can get a full refund.

Have cattle owners voted on a state checkoff before?

Yes, there have been nine (9) beef checkoff referendums since 1962 and all have been approved by the cattle owners.

Who will decide how the money is spent?

Cattle producers will decide. Producers are responsible for determining how best checkoff dollars will be spent by developing a State Beef Checkoff Marketing Plan listing all programs that will be funded by the checkoff.

A copy of the 2008 State 50¢ Beef Checkoff Marketing Plan, listing every program funded by producer dollars, can be viewed at www.bamabeef.org or a copy can be received by contacting the Alabama Cattlemen's Association office.

Is there a change in the checkoff assessment?

No. The state checkoff assessment will continue at fifty (50) cents per head.

Can state checkoff money be spent on programs for production and rural youth?

Yes. The national beef checkoff program limits its expenditures to programs promoting beef and beef products. Alabama law allows 50-cent checkoff funds to be spent on programs to improve cattle production, marketing and youth education as well as for beef advertising and promotion..

Do cattle producers support a ‘Yes Vote’?

Yes. In a recent survey 8 out of 10 cattle producers supported the checkoff program. The Alabama Cattlemen's Association Board of Directors, consisting of 125 cattle producers from across the state, wholeheartedly supports a “Yes Vote” to continue of the Alabama beef checkoff.

What are some of the programs funded by the fifty cent checkoff?

- Beef advertising.
- Expanding beef exports.
- Educational programs to helps small producers learn ways to be more profitable Increases opportunities for cattle industry youth like sponsoring the AL Junior Cattlemen’s Round-Up.
- “Beef Pocket Guide”.
- Provides nutritional and safety information to consumers and health care professionals.
- Combats anti-animal activists group activists.
- Provides factual beef information for teachers.
- Staff person to work with Youth.
- Support “Cooking with Beef” appearances on TV.
- Supports Ag in the Classroom.
- Work with Auction Markets to help producers comply with COOL.
- Supports producer Beef Quality Assurance programs.
- Promote Alabama feeders calves at national cattlemen’s meetings.
- Forage Fed Beef Production research at Auburn University.
- Respond to negative comments in the media and at schools about beef.

Are checkoff monies used for lobbying the Legislature?

No. The law specifically prohibits this.

Have checkoff funds been used to pay for the ACA Building?

No. Neither checkoff dollars nor membership dues have ever been spent on constructing the Cattlemen’s headquarters building.

You mean that if this referendum passes, the state checkoff program will continue as a voluntary program, directed by cattle owners who vote on it every five years; and my 50¢ goes to help the small producer, our youth and to advertise beef and promote more exports? YES!