

Do you believe the Beef Checkoff is helping to stimulate beef demand and support your cattle business?

Results

Yes



No



Total votes: 926



Submitted by Wendell on Wed, 11/14/2018 - 07:08

If the checkoff is such a good thing, the beef producers should pay more, instead of trying to get dairy farmers to foot the bills.

[Reply](#)



Submitted by William Weekley on Wed, 11/14/2018 - 11:21

Years ago a very smart old cowboy wrote about what the billions of dollars collected in the name of beef check off could buy....every major beef slaughter house in the United States....

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Submitted by Bonnie on Wed, 11/14/2018 - 18:30

The check of is important, but it needs to be spent promoting USA beef, not foreign beef or going for the personal lobbying of NCBA.

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Submitted by Lewis Coulter on Wed, 11/14/2018 - 19:26

He wasn't that wise. They don't collect billions and if advertising didn't work, why would every industry in the world do it?

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Submitted by David Otto on Wed, 11/14/2018 - 12:56

It helps, however, NCBA is also funneling money to support foreign packers that bring in foreign beef labelled as American. How many times JBS have to be caught by the law before NCBA quits promoting foreign beef? The NCBA is also pushing sustainability while bringing in foreign beef that is ruining the rain forest and selling it as sustainable American beef. It is time to join the fight against NCBA and stop their war on the American rancher!

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Submitted by Joe on Wed, 11/14/2018 - 13:42

I agree with YOU 100%.....

But for some reason it will not let me make a comment on here..so I am going to leave it in your reply...since I have been blocked from NCBA for disagreeing with them I have no problem believing that they blocked me from here too....and that alone is why we should question the Check OFF PROGRAM!

The program is obsolete and full of corruption and misuse.

And If the Check OFF PROGRAM keeps using NCBA as a vendor(largest receiver of money)we will lose the program...because even that we agree on some issues with NCBA they are our opponents on others.

And you shouldn't have to pay to support your own demise!

[Reply](#)



Submitted by c. andrews on Wed, 11/14/2018 - 07:08

Beef promotion is the savior for cattlemen

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Submitted by Dr Dan on Wed, 11/14/2018 - 07:32
2 Concerns-high administrative cost and too close a tie with Beef association

[Reply](#)



Submitted by J Portman on Wed, 11/14/2018 - 07:55
Amen!

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Submitted by Devin Stephens on Wed, 11/14/2018 - 08:06
1 \$ doesn't buy what it did in 1984, so I think it should be 2 or 3 dollars per head.

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Submitted by Steve Rhom on Wed, 11/14/2018 - 08:16
Needs to split from policy and be a separate organization like other commodities.

[Reply](#)



Submitted by William Weekley on Wed, 11/14/2018 - 11:14
Devon...the average beef is sold 3 times...before slaughter....so is \$3 per head enough....

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Submitted by Rick Kiekow on Wed, 11/14/2018 - 08:23
For too many years the NCBA have manipulated the check off funds to support the beef packer interests instead of supporting cattle producer interests.

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Submitted by Cody Kirschbaum on Wed, 11/14/2018 - 10:06
Spot on Rick!!

[Reply](#)



Submitted by Ken on Wed, 11/14/2018 - 12:28
I agree!!!

[Reply](#)



Submitted by Hank Lee on Wed, 11/14/2018 - 12:56
Rick is right!! Well stated.

[Reply](#)



Submitted by Holley on Wed, 11/14/2018 - 13:05
Exactly Rick!

[Reply](#)



Submitted by Tom Fichtl on Wed, 11/14/2018 - 08:28
Answer me one question....Why am I spending money to promote a product when the packers for the last 6 months have been making \$300/hd profit and I'm losing \$85/hd???

[Reply](#)



Submitted by Cody Kirschbaum on Wed, 11/14/2018 - 10:15

This is the million dollar question that our REAL AMERICAN producers need not only an answer to, but direly need a change. I know a change possibility is miniscule unless something drastic happens on our ends to fight for it, but this statement Tom made is a question I would LOVE to know the answer to. Kuddos Tom!!

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Submitted by George Sholtz on Wed, 11/14/2018 - 08:29

this is socialism, taking my money without my consent and giving it to another private org.

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Submitted by Jim Chapman on Wed, 11/14/2018 - 08:42

The Beef Checkoff does more than just promote beef. During the mad cow crisis a fund was set up to inform the public through the media about the disease. The results were, as expected, an informed public had concerns but not the hysteria that Europe had. an example was during

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Submitted by Hank Lee on Wed, 11/14/2018 - 12:54

It is so sad that the checkoff money goes to a group like World Wildlife Federation. A group that if they had their way, there would be no animals slaughters. NCBA is in bed with the packers. The checkoff need to go to cattle producers, and not to packers!

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Submitted by K Hawkins on Wed, 11/14/2018 - 12:55

Too much for NCBA and not enough for promotion. I straight up asked a NCBA Representative in Question and Answer segment of a speech at a Cattlemen's Meeting about their position on COOL and got no comment. Enough SAID!

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Submitted by k chrestensen on Wed, 11/14/2018 - 13:35

The beef checkoff should benefit only American producers!

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Submitted by k chrestensen on Wed, 11/14/2018 - 13:35

The beef checkoff should benefit only American producers!

[Reply](#)



Submitted by Laura Nelson on Wed, 11/14/2018 - 13:48

Why is it that NCBA sold out American Beef producers, Why doesn't the NCBA support American Beef producers instead of standing with the packers and importing and mislabeling beef. Just a bunch of crooks and Drovers is standing right with them..

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Submitted by Brian Fox on Wed, 11/14/2018 - 13:57

Doesn't do the rancher any good if it goes to promoting foreign beef.

[Reply](#)



Submitted by Matt Thompson on Wed, 11/14/2018 - 14:01

Participation in the WWF controlled US Roundtable for Sustainable Beef is clearly and unambiguously acting in direct conflict with the interests of the membership. There really can be no excuse for this.

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Submitted by Kris Martinell on Wed, 11/14/2018 - 14:56

They checkoff should only be used to promote American beef. The checkoff was meant to represent US producers--that is why they pay it. Those monies should go to the Cattleman's Beef Board, as directed by the checkoff. But now, NCBA has worked out a scheme whereby they get state beef councils to direct beef checkoff dollars to them, rather than the Cattleman's Beef Board, thus subverting the accountability for the monies. NCBA should not be representing cattle producers and packers, and they should not be able to receive and use these Checkoff dollars as they are doing. NCBA cannot be beholden to two parties of the same chain with different interests. In addition, they are spending checkoff dollars without oversight and on things that do not benefit US cattle producers. In fact, much money is spent with GRSB/WWF and others who's missions are COMPLETELY CONTRARY to those of US cattle producers. NCBA is drunk on power and money and a complete transformation needs to take place there.

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Submitted by Belinda Groner on Wed, 11/14/2018 - 15:08

I believe there should be more accountability and the money is being used against the independent cattle growers

[Reply](#)



Submitted by Theresa Fox on Wed, 11/14/2018 - 15:27

The Beef Checkoff has provided a large slush fund of monies for those stakeholders who run the organization. No checks and balances, no accountability, plenty of fraud and embezzlement!

[Reply](#)



Submitted by Lyndon Homann on Wed, 11/14/2018 - 15:46

Yes,

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Submitted by Joan Ruskamp on Wed, 11/14/2018 - 16:29

I see a lot of passion for and against the checkoff. The support increases as the level of personal involvement in directing how dollars are spent increases. The negative attacks are often directed at NCBA and the packing segment. As beef producers we can do better than get into this finger pointing, victim and blaming process. What we have in common is passion for the beef we produce, the families we love and the dedication to care for the land and cattle. The checkoff flows out of what we have in common with no room for hatred. If you want to see changes made then get involved with respect and determination. If we can survive fires, tornadoes, hurricanes, blizzards, hail, droughts and floods then surely we have within us the ability to make improvements to our checkoff program without destroying it. This isn't about my farm and the short term. This is about the future of every farm and ranch having the ability to produce beef for the long term.

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Submitted by Anonymous on Wed, 11/14/2018 - 16:13

Its helping the foreign countries and killing USA farmers.

[Reply](#)



Submitted by Kent on Wed, 11/14/2018 - 18:22

I feel the money I gave over all the years didn't do me any good, i don't like paying for advertising beef that's being imported from other countries, why should i pay for my competition to run me out of business !

[Reply](#)



Submitted by Kent Lahren on Wed, 11/14/2018 - 18:34

I would like to know who owns the "Drovers" publication that I get for free and didn't ask for, that I quickly put in trash can!

[Reply](#)



Submitted by Jay Platt on Wed, 11/14/2018 - 18:39

When the beef checkoff was inaugurated in 1988, per capita beef consumption was 72.5 pounds. It has steadily declined nearly every year since. In 2016, per capita beef consumption was 56.5 pounds, a decline of 22%

Were the checkoff stimulating demand, we should not have seen a steady decline in per capita consumption, which is the true measure of demand.

Per capita consumption peaked in 1976 at 94.1 pounds. It's been down hill since, the checkoff notwithstanding. Simply stated, it is a failed program, unless of course, one happens to be the NCBA.

[Reply](#)



Submitted by Mike S. on Wed, 11/14/2018 - 20:41

Excellent stated! Maybe we need to explain the the ROI has been a negative -\$331.00 for every dollar invested, not the +11.21 propaganda from the town clown Mr. Kiaser..

[Reply](#)



Submitted by Anonymous on Wed, 11/14/2018 - 18:42

People need to actually take the time to inform themselves about the Beef Check Off and what it does instead of simply parroting what orgs that have a bur under their saddle over other industry orgs spout off in rhetoric.

[Reply](#)



Submitted by J. Paul on Wed, 11/14/2018 - 18:54

I have never read so many comments from so many people that are so wrong relative to the use of the Beef Checkoff dollars. I rely so much on the use of the Checkoff that if it is prohibited , I will not remain in the business. It is the best investment I make everyday.

[Reply](#)



Submitted by Donna on Wed, 11/14/2018 - 19:55

I believe the checkoff dollars are helping fund the NCBA's agenda, and helping fund demand for imported beef. Bring back COOL, take the checkoff funds out of NCBA's hands, and maybe the checkoff will help the American cattle rancher again.

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Submitted by Judy Collins on Wed, 11/14/2018 - 20:53

Contributes to strong Association groups but just can't see stronger prices because of it. Where's TV ads?

[Reply](#)



Submitted by Mary on Wed, 11/14/2018 - 21:44

I think COOL would be more beneficial to the consumer.

[Reply](#)



Submitted by Grant on Wed, 11/14/2018 - 21:51

If it had worked, why then have our prices not kept pace with costs. The feed sack I bought today costs 40% more than that same sack cost last year. Besides being obsolete, like advertising a 'brick and mortar business', this is a new age. Everyone knows we could have beef for dinner, mass digital communications make this unnecessary and simply wasteful. Everyone knows what's in between the bun, and it makes for good grilling. The huge amount of money collected returns negligible amounts to original producers. Not to mention the damage it causes in promotion beef that does not come from those who pay the check off fees. It has become nothing but a form of government 'graft'. If continued, the money should be used to finance farmers to start co-op packing plants and compete with the monopoly of the big 4.

[Reply](#)



Submitted by John Harter on Wed, 11/14/2018 - 21:57

No, our prices are down \$500 + from the high. In 3 years this has cost my operation in excess of 500K and this year will add more to that. Turn that 7 times and that creates some economic stimulus. The price drop in a small area of neighbors is in excess of 2 million. Between JBS and NCBA we are being ripped off, others too are involved.

[Reply](#)



Submitted by Mike on Thu, 11/15/2018 - 09:36

U.S. cattle producers have lost over 30% of their share of the consumer beef dollar since 1970 (when the market was competitive). A 1,350 lb. steer or heifer is worth around \$3,400 (\$6.01 per lb. x 567 lbs. of retail weight) at the Walmart or Costco meat counters, not counting the meat packers drop credit.

The NCBA, funded by your checkoff, has helped transfer what amounts to \$1,000 per head from your farm or ranch to the big packers and retailers. It's no wonder why rural America continues to die while we eat cheap imported beef.

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Submitted by JD on Wed, 11/14/2018 - 22:55

It isn't working because it is being misused. The NCBA is using it for their benefit and agenda which part of it is supporting the sustainable round table whose desire is to end the cattle industry as we know it. R-Calf is the only group that the average producer has supporting them now. NCBA was for the repeal of COOL. Look at the slaughter cow and bull market now. Many producers are like us. Keeping the old cows as long as they produce and letting them die on the ranch. The cheap foreign beef that can be labeled as raised in the US is destroying our market.

[Reply](#)



Submitted by Mike on Thu, 11/15/2018 - 04:37

NCBA has stolen the check off tax and used the money and political power it buys to promote a more and more concentrated marketplace that has left cattle producers bankrupt.

[Reply](#)



Submitted by SCOTT on Thu, 11/15/2018 - 06:09

If there is going to be a checkoff every nickel should be taken out of the crooked hands of NCBA. They don't represent or speak for me and never have. One of the real solutions for the beef industry would be to show how few cattlemen NCBA really represent.

[Reply](#)



Submitted by Ray Kindred on Thu, 11/15/2018 - 07:13

No they have not helped in the last several years. We see it on a daily basis, there's not enough advertisement of strictly U.S. Beef

[Reply](#)



Submitted by Maggie Nutter on Thu, 11/15/2018 - 10:22

United States Cattlemen's Association believes the Beef Checkoff is strongest when U.S. producers are engaged and empowered. USCA recommends the following changes to the Beef Checkoff be implemented:

Separation of the Federation: The Federation must be separated from a policy organization. The Federation should be a standalone group. Any funds allocated to the national effort should go before the beef operating committee (as it is a joint committee).

Improved Efficiencies in Enabling Change: A streamlined and improved mechanism for making changes to the beef checkoff must be achieved. Any changes to the Checkoff must be done via feedback from the entire cattle industry. Representation must be improved, via such efforts as an industry working group.

Direct Contracts: The CBB must be allowed to contract directly with vendors and organizations for services and programs. This will improve efficiencies and costs within the Checkoff.

USCA also supports clear and transparent labeling, meaning only USA born, raised and Harvested Beef should be allowed to bear the label stating product of the USA.

[Reply](#)



Submitted by mike felder on Thu, 11/15/2018 - 11:13

the beef checkoff is corrupt and does not represent my views.

thank you

[Reply](#)



Submitted by Craig Guffey on Thu, 11/15/2018 - 11:27

The US Department of Agriculture refuses to release public audit and financial documents related to beef Checkoff spending. By law we have been mandated to pay into the government fund for research, promotion, and development of markets for beef. An audit found gross misuse of the program funds by the governments primary contractor. We havent seen the market promotion we used to siting expense... Funds have also been used to promote the WWF agenda of taking over the beef industry. Its time all of this is stopped.

[Reply](#)



Submitted by Linda on Thu, 11/15/2018 - 11:31

I believe that when the check off started it was a good thing but why are we paying to promote foreign beef for the packers? They are using us to make big money and we get what is left so they don't loose the cash cow

[Reply](#)



Submitted by Mike on Thu, 11/15/2018 - 11:49

If the packers think advertising is such a good idea why don't they pay for it.

[Reply](#)



Submitted by Rick Keith on Thu, 11/15/2018 - 11:50

Seems like it really helps the packers and retailers and doesn't do much for cattlemen. I don't think the idea of a checkoff is bad, but it needs new focus.

[Reply](#)



Submitted by Peggy S Brown on Thu, 11/15/2018 - 12:00

The check off was a forced "TAX" on the cattle ranchers from the very beginning. The NCBA got greedy. Bring on COOL.

[Reply](#)



Submitted by Don Meamber on Thu, 11/15/2018 - 12:01

The checkoff funds NCBA to keep the foreign beef coming in on the backs of the independent cattlemen, pays for fast food industry's advertising, and leaves consumers in the dark about what beef is the best quality after COOL was shut down. As Theresa Fox said earlier, "No checks and balances, no accountability, plenty of fraud and embezzlement!"

[Reply](#)



Submitted by Jonna Schafer on Thu, 11/15/2018 - 12:20

No, I don't believe that the Beef Checkoff is helping to stimulate beef demand, nor does it support my cattle business. As it seems with all things, the checkoff 'may' have been a good idea in the beginning. It was touted as an "industry" self-help program but has mutated into a 'government' program with little to no oversight. My checkoff dollars are being used to promote foreign beef right along side USA raised and grown beef. This is very offensive to me and actually lowers the dollars that I receive for my true USA beef. The Beef Checkoff is substantially detrimental to my livelihood.

[Reply](#)



Submitted by Carl Malkmus on Thu, 11/15/2018 - 12:33

Our issue is another example of what is happening every day in our country. The commonality of our issue is that a program is originated because of a genuine need or inequity, but the end result is a manipulation via politics(special interest groups based on greed) of the original intent. NCBA has used the producers money to enhance the packers profits. The old saying of "follow the money" is certainly the TRUTH of the matter regarding the checkoff program.

[Reply](#)



Submitted by Blaine Kemna, owner of Tavern Creek Gelbvieh, LLC on Thu, 11/15/2018 - 12:40

I am very sick of our Check Off dollars being used to promote foreign meat. Why must the citizens of this country continue to be lied to? It is costing American producers so much more than just money. The NCBA is nothing but a bunch of traitorous crooks.

[Reply](#)



Submitted by Danni Beer on Thu, 11/15/2018 - 12:41

I agree with separation of the federation from the policy association. I agree our checkoff dollars should be spent to promote US beef both domestically and internationally and the definition of US beef is from cattle born, raised and processed in the the United States. Since I mentioned it in testimony at USDA-FDA hearing on cell cultured foods I'll mention it here. It is wrong for beef producers to pay to promote a cell-cultured product. It is wrong for any part of our beef checkoff dollars to be used to promote cell-cultured proteins either domestically or internationally.

[Reply](#)



Submitted by Rodney and Linda Botts on Thu, 11/15/2018 - 12:45

We feel the current Beef Checkoff does not support our cattle industry because our checkoff dollars are used to promote beef that is not necessarily born, raised and slaughtered in the USA. Special interest groups have taken over the Beef Checkoff and our voice is no longer being heard. The best solution is that COOL is reinstated!!

[Reply](#)



Submitted by Ed Melroe Sunnyside Ranch Kulm, ND on Thu, 11/15/2018 - 12:45

If it helps so much, WHY are our beef prices so low? And do they help STOP imports?

[Reply](#)



Submitted by KEITH EICHLER on Thu, 11/15/2018 - 12:59

Whoever is in control of the funds SHOULD BE HELD ACCOUNTABLE!

Also, POST it for all cattlemen to SEE how much is spent and where it's spent.

Maintain a minimum administrative cost!

We do need the Beef Check Off but it needs a lot of adjustments!

[Reply](#)



Submitted by Don Latham on Thu, 11/15/2018 - 13:03

Beef Checkoff should be VOLUNTARY, not Mandatory!!!!!!!!!!!!!!!!!!!!!!!!!!!!

[Reply](#)



Submitted by JAMES L CAMPBELL on Thu, 11/15/2018 - 13:04

There has never been an unbiased analysis of the beef checkoff benefit. From time to time various college professors have been paid to produce a favorable report. I suspect there is some benefit but it may not be cost effective.

[Reply](#)



Submitted by Chuck Willard on Thu, 11/15/2018 - 13:18

I believe we need to identify our American raised cattle. Country of Origin labeling.

Consumers want and need to know where their food is coming from. We don't need our dollars going to NCBA who believe "beef is beef" no matter where it comes from. As a

cattlemen I want a say in where my dollars are spent. Sincerely, Chuck Willard

[Reply](#)