

NEWS



Kentucky Cattlemen's
Association

176 Pasadena Drive
Lexington, KY 40503
(859) 278-0899
www.kycattle.org

Contact:
Sarah Morehouse
Morehouse Communication
765-465-0491
sarah@morehousecommunication.com

Kentucky Beef Producers Call for Referendum to Support Beef Promotion

September 16, 2014 Lexington, KY Kentucky beef producers have called for a referendum to support the advancement of beef promotion in Kentucky by collecting an additional \$1.00 per head sold. The Kentucky Cattlemen's Association, as the certified entity, made an application to the Kentucky Board of Agriculture requesting a referendum to further beef promotion in Kentucky. The Kentucky Board of Agriculture approved the request and a referendum date of November 20, 2014 has been set.

Creating a uniquely Kentucky Beef Checkoff will strengthen beef demand internationally, nationally, state-wide and locally. Funding provided by Kentucky beef producers and spent by Kentucky beef producers, the state checkoff can not only compliment the current programs of the Kentucky Beef Council, but will more aggressively confront beef industry challenges faced by shifting consumer attitudes about beef, rising beef prices and concerns about food safety and animal care.

For over 30 years, Kentucky farmers have invested in their business, knowing that no business, even the beef business, survives without investment, promotion and research. Recent research conducted by Cornell University found that for each dollar invested by farmers into beef checkoff activities from 2006 to 2013, \$11.20 was returned to beef industry producer profit.

"Funding a Kentucky Beef Checkoff program means providing funding to support the programs of the Kentucky Beef Council, and supporting areas that have the largest positive impact for Kentucky beef and dairy producers," shares Steve Downs, Kentucky Cattlemen's Association President.

Oversight of the funds, if passed, will be the responsibility of the Kentucky Beef Promotion Council. Made up of beef and dairy producers along with industry professionals, Kentucky beef producer Charles Miller is excited to see the impact additional funding of the Kentucky Beef Checkoff can have. Miller shares, "The value of \$1 today compared to 1985 is \$.44. It's imperative to continue to be forward-thinking, and have the funding needed to support Kentucky beef and dairy producers through beef promotion and education efforts."

Every dollar invested back into the Kentucky Beef Checkoff will go to increase profit opportunities by keeping beef top-of-mind with consumers and by working to ensure a wholesome, safe, and quality beef-eating experience every time.

The Referendum will take place at local Kentucky Cooperative Extension Offices on Thursday, November 20, 2014. Voting is open to all producers of bovine animals involved in the marketing or sale of bovine animals within the Commonwealth of Kentucky. For more details, visit www.kycattle.org.