

Mission Statement:

“To build global consumer demand for beef thereby enhancing profitability for Idaho producers.”

2017-2018 IBC Board of Directors:

- **Lou Murgoitio**, Chair
Boise, Dairy
- **Jeff Johnson**, Vice-Chair
Parma, Feeder
- **Trish Downton**
Ellis, Cow/Calf & Cattlemen, Sec/Treas.
- **Bruce Mulkey**
Salmon, Cow/Calf
- **Bruce Billington**
Twin Falls, Auction Market
- **Don Taber**
Shoshone, Dairy
- **Lee Bradshaw**
Caldwell, Feeder
- **Bill Lickley**
Jerome, Cow/Calf

NATIONAL REPRESENTATION:

Cattlemen's Beef Board

Executive Committee:

- Jared Brackett, Rogerson

Cattlemen's Beef Board

Operating Committee:

- Lynn Keetch, Rogerson

Federation of State Beef Councils:

- Lou Murgoitio
- Jeff Johnson
- Trish Downton

US Meat Export Federation Representative:

- Morgan Evans, *ex-officio*

Staff:

- TK Kuwahara, Executive Director
- Pohley Richey, RD LD, Health & Wellness Specialist (P/T)
- Sandy Sherman, Administrative Assistant (P/T)

Budget:

- Funded by \$1.50-per-head Beef Checkoff
- Total collections approximately \$2,200,000 per year
- \$0.50 mandatory allocation to Cattlemen's Beef Board
- 5% paid to Idaho Brand Inspector for collection service
- Average annual net in-state income is approx. \$1,360,000

2017-2018 Program Budget:

Promotion Programs: \$545,000
Radio, billboard advertising, digital and social media, retail and foodservice programs, promotion events and Beef Month

Consumer Information Programs: \$230,000
Youth programs, classroom materials, youth and adult events, health professional outreach and issues management

Research: \$65,000

- **RP- Histidine supplementation of beef cattle in the feedlot; increasing whole carcass commercial value**
Dr. Gordon Murdoch, University of Idaho
- **Controlling salmonella spp. invasion in deep lymphoid tissue in beef carcasses**
Dr. Anne Laarman, University of Idaho

Industry Information: \$36,000
Includes Beef Quality Assurance and issues information

Producer Communications: \$58,000
Annual report, publications and media, industry meetings and events

International Marketing: \$146,000
Contributions to the US Meat Export Federation including two board seats. Also includes collaborative Pacific Northwest promotion (ID, OR, and WA Beef Councils) in Japan

National Programs: \$117,000
Contributions through the Federation of State Beef Councils for national Checkoff programs which includes three board

IDAHO BEEF COUNCIL



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Facebook: <http://www.facebook.com/IdahoBeefCouncil>

Checkoff History and Structure



- Today's \$1.50-per-head Beef Checkoff was established as part of the 1985 Farm Bill and Idaho state law as a **producer controlled, producer funded self-help program returning value to cattle producers**. The first \$1.00 became mandatory after it was supported by producers in a national referendum vote in 1988.
- The Idaho Beef Council (IBC) was created in 1967 by the Idaho legislature to promote the Idaho cattle industry, and to support a national beef marketing effort. Idaho's initial checkoff was 10 cents per head. It increased to 25 cents per head in 1981, and again in 1984 to 50 cents. The collection rate was raised to \$1.00-per-head with the passage of the national program in 1986. In 2009, Idaho's checkoff increased to \$1.50 through Idaho state law.
- Under the national program, Idaho is required to forward 50 cents to the Cattlemen's Beef Board (CBB). The CBB administers the national Beef Checkoff Program, subject to USDA approval. The remaining dollar is Idaho controlled.
- In Idaho, the \$1.50-per-head assessment is collected by the State Brand Inspector and remitted to IBC. Of each \$1.00 retained by the state, about 5 cents is paid to the Brand Inspector for collection.
- The Idaho State Checkoff program differs from the National Checkoff Program in two ways:
 - Idaho State Checkoff program has a refund provision
 - Idaho State checkoff monies may be spent in broader program areas at the discretion of the IBC Board of Directors.

Key Checkoff Program Components:

- **All Idaho producers pay** the \$1.50 per head.
- **Importers pay** a comparable assessment on beef and beef products.
- There is **producer control**.
 - The work of IBC is directed by an eight-member board of directors who are industry nominated and Governor appointed. The board make-up as outlined in Idaho law is 3 cow/calf producers, 2 cattle feeders, 2 dairymen and 1 auction market representative. IBC directors budget and evaluate Idaho programs.
 - The CBB, which is comprised of 100 producers and importers, budgets and evaluates all national checkoff funded programs. Beef Board members are nominated by fellow state producers and appointed by the U.S. Secretary of Agriculture. Idaho holds two seats on the Beef Board. The CBB is required to contract with national beef-industry organizations to implement its checkoff programs. Contractors are paid only in a cost-recovery basis.
- Checkoff programs have been instrumental in helping to increase demand for beef and providing improved profit opportunities for cattlemen.

Where Checkoff Dollars May Be Invested:

Promotion—Encompasses advertising, merchandising, new product development and promotional partnerships with restaurants and supermarkets designed to advance the image of and stimulate sales of beef.

Consumer Information—Endeavors to enhance beef's image through nutritional data and other positive messages targeted to news media, food editors, teachers, dietitians, physicians and other influential groups.

Producer Communications—Aims to inform beef producers about how checkoff dollars are being invested and communicates program results.

Research—Provides the foundation for checkoff-funded activity. Information and promotion projects are developed based on consumer, nutrition, beef safety and product enhancement research.

Industry Information—Strives to promote an understanding of the beef industry and maintain a positive marketing climate by helping to provide factual information and correct misleading publicity concerning food safety, environmental and animal welfare issues.

Foreign Marketing—Identification and development of international markets for U.S. beef and beef variety meats.

Checkoff funds cannot be used to influence government policy or action, including lobbying.

