

## **Cattlemen Applaud CBB's Steps to Improve Beef Checkoff**

With recent recommendations regarding roles and responsibilities for the Beef Checkoff and how it is administered, Kansas Cattlemen's Association (KCA) commended the Cattlemen's Beef Board (CBB) for reaching out to producers and its contractors to increase the integrity of the Checkoff.

"In these economic times, every company needs to tighten its belt and create opportunities to be effective and more accountable. "Business as usual" is not acceptable. The CBB is focusing on its overhead and creating reasonable expectations that improve the integrity of the Beef Checkoff. If the CBB implements its proposed roles and responsibilities, that will have a positive impact on the Checkoff and indicate that the CBB is making strides towards improving the program for all investors," KCA Executive Director, Brandy Carter remarks.

In its letter, KCA expressed the need for transparency and stressed the importance of the CBB developing its own strategies, annual plans, and budget.

"Recent transgressions make it clear that there is a lack of separation or firewall between a policy organization and the Checkoff. The current structure of the Checkoff, where one policy organization, is not only the main contractor but also holds multiple committee seats and controls the Federation of State Beef Councils, is a clear conflict of interest and creates bias opportunities. Furthermore, KCA feels it is imperative that complete separation from any policy group be a prerequisite for all qualified state beef councils. This is essential in maintaining credibility," the letter stated.

To view all of the proposed recommendations of the Cattlemen's Beef Board, visit [www.kansascattlemen.com](http://www.kansascattlemen.com). All Beef Checkoff paying producers are encouraged to send their comments to: Cattlemen's Beef Board, 9000 Nichols Ave., Suite 215, Centennial, CO 80112.