

## **CBB Votes on Roles and Responsibilities and By-Law Changes**

With the Cattlemen's Beef Board holding their summer conference in Orlando this year, there were many issues finalized that have been stemming from over a year of work to improve the foundation, structure, and administration of the Beef Checkoff.

The CBB approved the roles and responsibilities that were recommended to them by the R & R Committee. There were a few modifications from the original recommendations that were publicized in March 2011. One of the modifications was to provide the Federation with the authority to jointly develop annual plans and priorities and to jointly review and approve of all national checkoff budgets. Kansas Cattlemen's Association contends that the CBB should develop its own strategies, annual plans, and budgets to reduce the likelihood of policy influence. However, all modifications were approved and the roles and responsibilities were voted in as a whole.

"There are some positive aspects of the roles and responsibilities. However, there are some, like the joint development and strategic planning that do not go far enough. We had hoped that the CBB would have taken on that responsibility by themselves as a non-bias board. Dave Wright, CBB member and Nebraska producer, should be commended for standing up and addressing these revised roles and responsibilities. He was right on point. The fact is that the Federation is an arm of NCBA, a policy organization and should not have the authority to make decisions regarding the strategic planning or budgeting," stated a KCA representative.

Mr. Wright stated that the March roles and responsibilities reassured the authority of the CBB, and the modified roles and responsibilities have watered down that authority. (Click <http://beefboardmeeting.com/> to hear a portion of the committee meeting and comments from Mr. Wright.).

On another point, the CBB voted against by-law changes that would have allowed board members to elect the nominating committee members, rather than appoint them. The by-laws will remain intact, and CBB leadership will continue to appoint the nominating committee by including representation from seven regions and different types of cattle operations. The nominating committee conducts interviews for various committee nominations and works to provide unbiased committee structures.

"A by-law change may not have been in the best interest of producers, and KCA is content maintaining the current structure of the way the nominating committee is chosen. Possible enhancements may be needed in the future, but careful consideration does need to be taken before by-laws are modified; it was responsible of the CBB to vote down those changes until further attention to this matter can be given. Also, it would be prudent for the CBB to embrace investors' comments," stated KCA Executive Director Brandy Carter.

From the meeting, CBB members made it clear that they are working towards more transparency within the system.

“That is a step in the right direction and for the most part, the CBB is making positive progress. It’s unfortunate that a mandatory program like this, which is financially supported by cattle producers, hasn’t been more transparent to those financing it until recently. It is our hope that they will continue working towards this goal, stated Carter.

Another topic of discussion by CBB members was a move for the CBB to be more inclusive to other organizations and investors as a whole rather than just one policy organization.

KCA has stressed that no policy organization should control or monopolize the Beef Checkoff.

“It needs to be inclusive for all investors, whether those people belong to any policy organization or not. The Beef Checkoff is a program intended to help improve the demand for beef and provide benefit for those investing in it, Carter continued.

“It is evident that overall the CBB members are willing and want to work to strengthen and improve the Beef Checkoff. Additional progress is needed, and KCA will continue to be involved in addressing the needs of investors so that the Checkoff can grow into the program it was intended to be.”