

KCA Supports USA Beef Promotion

Kansas Cattlemen's Association is taking the lead at the statehouse to promote USA Beef. Earlier this year, KCA requested a resolution to allow beef checkoff funds to promote USA beef.

On March 5, House Concurrent Resolution 5034 was introduced onto the House floor. The resolution urges Congress to amend the Beef Promotion and Research Act of 1985 to allow for a minimum of 50% of beef checkoff assessments collected to be used for the promotion of United States born, raised and processed beef.

“Producers pay \$1 per head each time they sell their cattle, and assessments collected under this program total approximately \$45 million. The checkoff collects 77% of those assessments domestically. Yet, here in the United States, the checkoff does not allow funds to be used to promote our own domestic product. U.S. producers provide consumers with the safest most wholesome product. KCA and producers want to be able to advertise USA beef, and let consumers be aware as to where their food originates, ”stated KCA Executive Director, Brandy Carter.

KCA urges every producer and consumer to contact their state representative and senator and ask them to support HCR 5034.