
Montana Beef Council



April 1, 2016

Your Beef Checkoff Dollars at Work

New Director Orientation ~ March 7-8

Richard Anderson

I thought the meeting was very worthwhile, well presented and very informative. I am glad I waited a year to attend as I had a little better idea of how things worked at least at the state level.

I met a lot of interesting people and learned a lot about farming and ranching in Arizona who we shared a table with, and Ohio who we had met at the hotel. It was very interesting to learn about the other states attending such as how much extra money they gave to

the National Board and how some boards were elected and some are appointed. I was amazed at how much effort is put forth to keep all the monies separated for each project. I am still not sure that I fully understand all the different boards, groups and independent contractors at the national level and how they all work together. It was very interesting to hear about all the work that went into the meat and cancer report that recently happened. Being from the

retail side of the business I would have been interested in more information on what they doing to promote beef at the retail level. The chef did give a few of us a tour of the kitchen and what he is working on and we sampled beef jerky he made. But none of the meat cutters ever came and talked about what they were doing or working on. And last but most important, the food was great.

Shane Flowers

The trip to NCBA headquarters was a great learning experience for me. Being very new to the Beef Council I felt that this was a very worthwhile meeting for me to be at to become an active member on the board. In fact they gave us so much information I probably didn't even retain it all.

I definitely came out of there with a stronger understanding of how the money flows. They did a great job of giving examples of how the money was used and the benefits that it played to the beef industry.

If producers had a chance to see the pain staking efforts that they

go through to make sure checkoff dollars are used appropriately I believe they would have a stronger appreciation for what they are doing. The NCBA contractors have very detailed and strict guidelines to ensure no checkoff money is used for policy.

The priority of utilizing money to enhance the image of beef is apparent. I had to wonder how many producers know the efforts they go through to protect the industry and its market share when it is under attack. They have the ability and background to be prepared for any negative imaging to the industry before it happens

or shortly after. Great quality control.

It is my personal opinion that if other industries had the chance to get that kind of image protection and marketing abilities for their product they would do it in a heartbeat. The cost is minimal in the scheme of things and the benefits are great. After all every industry is under attack at one point or another how great is it to have people like that in your corner.

Kiley Martinell

I attended the State Beef Council Orientation in Denver, March 7th & 8th. It was a great learning experience and a chance to meet more people that make our cattle industry so special and unique. The following are points I picked up from the meeting that I would like to share. There was additional information as well, but the following are things I gained.

- 1) There is a QSBC (qualified state beef council) guide on the mybeefcheckoff.com website that contains an endless amount of information for staff and board members to use. Included in this is approx. 30 different presentations that any of us can utilize.
- 2) The Director of Compliance gave us a presentation on financial accountability. I was so impressed with the amount of work that goes into keeping the financials of the NCBA policy division and NCBA contactors. After listening to how this is handled, I felt completely confident that there is no crossover in dollars and all monies and hours are watched and recorded accurately. This is how the “firewall” came about and the advanced software that they use prevents mistakes from happening. The timekeeping and recording that the NCBA staff does is all coded and recorded down to 15 minute intervals. It was great to hear the details of this and I would encourage any of you with doubt to talk with the Director of Compliance.
- 3) There was a presentation on the IARC (International Agency for Research on Cancer) release regarding red meat and cancer. The staff gave a report on the preparation that went into defending our product (which took years of science based research) and how this preparation led to the success of making sure people heard the beef industries voice. They showed us video clips of news reports that were aired and I had a whole new appreciation for the amount of dedication people have essentially for myself and anyone involved in our industry. It was very cool how they followed the hype directly after the announcement and then watch it taper off over only a few days. It is not over and they continue to stay proactive on this issue.
- 4) Meeting the staff in Denver was very enjoyable, they are all extremely bright and informative, so I know my questions will get answered if any arise.
- 5) I did not realize that certified organic beef can fill out an exemption that allows them to not pay the \$1 beef checkoff. I was told because they have so many federal regulations and have to pay to be considered organic they can qualify. I was also told there really are not that many certified organic beef producers. Just a little something I learned while there. *(MBC note: there are a handful of producers in Montana that currently hold organic exemption certificates.)*
- 6) It was really fun to tour the kitchen at the NCBA office and to see the amount of work that goes into preparing new recipes and ideas to promote our product. They had 4 different stoves that would be considered the most popular found in kitchens and use them to cook different beef cuts on. The kitchen was impressive and the chef on staff is an expert in his field as we experienced over the course of the two days just by his meals. It was very good food.

I am very glad I had the opportunity to go to this orientation and feel like it is important to encourage new board members to go.

One thing that stuck with me since I got home is a quote by John Maxwell “To measure a leader, put a tape around his heart, not his head.” I thought this was appropriate after a presentation on what it is to be a good leader and a member of a board. The more leaders I come in contact with just since I became a Montana Beef Council Board member the more I believe in this quote. What great people we have representing the beef industry!!!

