

Joint Producer Communications Committee

Wesley Grau, Chair
Hank Maxey, Jr., Vice Chair

Members of the Joint Producer Communications Committee reviewed current work to help producers and importers get to know their checkoff through direct communications, earned media efforts and paid advertising.

The latest independent survey of 1,200 beef producers found that while 71% of producers said current economic conditions impacted their operations negatively during the past year, the number of producers supporting the checkoff increased to 69%. The survey found underlying value of the checkoff remains strong: a large majority (77%) feels the checkoff program has helped contribute to a positive trend in consumer demand for beef; a similar number believe the program has value in weak economic conditions or are confident it is on their side during a crisis and, when it comes to their own operations, a large majority (61%) continue to believe it helps contribute to the profitability of their operations.

The committee also reviewed 10 applications for state pilot projects. The goal of the program is to pilot test effective ideas that can later be rolled out either through national programs or by other states. The committee approved 10 projects, with national funding of \$113,457 which are to be completed by Dec. 31, 2010.