



**BEEF**  **2004**

**Tracking Your Investment**

# Beef Board Mission Statement

***The Cattlemen's Beef Promotion & Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and strengthening beef's position in the marketplace.***





Dear Fellow Beef Producers:

*There's no denying that these are challenging times. As individuals, our lives seem increasingly complex. As a nation, our lives—and livelihoods—are at stake as we fight a war on terrorism abroad and continue to face economic and social challenges here at home.*

*Like most market sectors, the beef industry has faced its own trials—among the most notable a case of bovine spongiform encephalopathy (BSE) in late 2003. This catapulted our industry into a national crisis. Thanks to our checkoff dollars, however, we were prepared to respond with science-based information and help ensure the safety of America's beef supply for our consumers.*

*Throughout this and other challenges, beef demand has remained strong, and the checkoff program has many accomplishments to celebrate. Consumer confidence is extremely strong, thanks in large part to the efforts of cattlemen nationwide, who have supplied the media, consumers and fellow producers with accurate information about beef issues, including BSE and nutrition. In addition, the checkoff-funded Beef Industry Food Safety Council (BIFSCo) has created industrywide science-based strategies to address beef-related safety issues.*

*Still, we continue to face challenges of ongoing litigation. In late May 2004, we learned that the U.S. Supreme Court decided to review a First Amendment challenge of the Beef Checkoff Program. The high court's decision to hear our case will allow checkoff programs to continue business as usual throughout the proceedings. The final Supreme Court ruling is expected in the first half of 2005.*

*In the meantime, checkoff dollars are invested every day into state and national programs aimed at increasing consumer demand for beef through advertising, public relations, research, new product development, partnerships that leverage checkoff dollars, and more. Only through coordinated efforts at both state and national levels are these programs able to accomplish what they set out to do.*

*In addition to a host of promotion, research and education efforts, we continue to help create new products to increase beef consumption - products that provide consumers with flavorful, nutritious meal options that address their changing lifestyle and eating trends. Economists agree that the increase in beef demand can be attributed in part to the nearly 2,200 new convenient or value-added beef products that the checkoff helped inspire since 1998.*

*While we're truly proud of the accomplishments of the checkoff program during the last year, we also know that we can't rest on our laurels. We'll continue to work hard both at the state and national levels to invest your checkoff dollars into new and innovative programs that most efficiently increase demand for beef and increase producers' opportunities for profit. As you read through this brochure, you'll see how each dollar collected through the Beef Checkoff Program is put to use toward that end. As a producer and a volunteer for the Beef Board, I believe the results speak for themselves.*

Sincerely,

A handwritten signature in black ink that reads "Nelson Curry". The signature is written in a cursive, flowing style.

**Nelson Curry**  
**Paris, Kentucky**

**2004 Chairman, Cattlemen's Beef Board**

**Combined Statement of Beef Checkoff Activities  
for the Fiscal Years Ended During 2003, 2002, 2001 and 2000 (Note 1)**

	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
<b>Revenues:</b>				
Assessments	\$84,267,000	\$82,725,000	\$85,444,000	\$88,042,000
Interest	700,000	1,271,000	3,024,000	2,872,000
Other (Note 2)	<u>214,000</u>	<u>214,000</u>	<u>334,000</u>	<u>375,000</u>
Total Revenues	<u>85,181,000</u>	<u>84,210,000</u>	<u>88,802,000</u>	<u>91,289,000</u>
<b>Expenses:</b>				
Program -				
Promotion	41,732,000	41,011,000	43,876,000	44,676,000
Research	6,902,000	6,878,000	7,098,000	6,392,000
Consumer Information	13,079,000	12,180,000	11,493,000	12,962,000
Industry Information	4,226,000	4,128,000	4,342,000	4,260,000
Foreign Marketing	7,100,000	9,352,000	8,287,000	7,968,000
Producer Communications	4,258,000	4,126,000	4,987,000	4,261,000
Evaluation	175,000	131,000	75,000	165,000
Program Development	<u>374,000</u>	<u>776,000</u>	<u>664,000</u>	<u>914,000</u>
Total Program Expenses	<u>77,846,000</u>	<u>78,582,000</u>	<u>80,822,000</u>	<u>81,598,000</u>
Department of Agriculture Oversight (Note 3)	309,000	397,000	170,000	195,000
Collections	1,615,000	1,585,000	1,429,000	1,393,000
Administration (Note 4)	<u>5,592,000</u>	<u>5,330,000</u>	<u>5,796,000</u>	<u>5,900,000</u>
Total Expenses	<u>85,362,000</u>	<u>85,894,000</u>	<u>88,217,000</u>	<u>89,086,000</u>
Excess (shortage) of revenues over (under) expenses (Note 5)	<u>(\$181,000)</u>	<u>(\$1,684,000)</u>	<u>\$585,000</u>	<u>\$2,203,000</u>

**Note 1 - Financial Information Presented**

*This combined statement of activities for the beef checkoff has been prepared by combining the Beef Board's financial information with information provided by the qualified state beef councils and national, industry-governed organizations. The information included in this statement is based upon these organizations' various fiscal years ended March 31 through December 31, 2003, 2002, 2001 and 2000. This statement is presented to provide an overview of the activities funded by the beef checkoff. It is not intended to present the revenues and expenses of the beef checkoff in accordance with generally accepted accounting principles.*

**Note 2 - Other revenues**

*Other revenues consist primarily of fees collected on late payments, sales of beef certificates, sales of materials and gains on sales of assets.*

**Note 3 - Department of Agriculture Oversight**

*Department of Agriculture Oversight expenses increased in 2002 due to the Beef Board reimbursing costs incurred by the U.S. Department of Agriculture to validate referendum petitions.*

**Note 4 - Administration Expense**

*The Act limits Beef Board expenditures for administration to 5% or less of projected revenues, but qualified state beef councils and national, industry-governed organizations are not subject to this limitation. The Beef board's administration expenses were below the 5% limitation during 2003, 2002, 2001 and 2000, as well as all previous years.*

**Note 5 - Excess or Shortage of Revenues**

*Excess of revenues represents funds available and committed for expenditure in the following year. Shortage of revenues represents expenditure of funds received and committed in previous years.*

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*By law, the Beef Board must contract with national industry governed organizations for program implementation. Fiscal 2004 contractors are:*



**National  
Cattlemen's  
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Office: (303) 694-0305  
Web site: [www.beef.org](http://www.beef.org)



**American National  
CattleWomen, Inc.**  
Office: (303) 694-0313  
Web site: [www.ancw.org](http://www.ancw.org)



**U.S. Meat Export  
Federation**  
Office: (303) 623-6328  
Web site: [www.usmef.org](http://www.usmef.org)



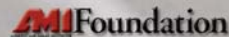
**Meat Importers  
Council of America**  
Office: (703) 522-1910  
Web site: [www.micausa.org](http://www.micausa.org)



**National Livestock  
Producers  
Association**  
Office: (719) 538-8843  
Web site: [www.nlpa.org](http://www.nlpa.org)



**American Farm  
Bureau Federation**  
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**American Meat  
Institute**  
Office: (703) 841-2400  
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**American Veal  
Association**  
Office: (717) 985-9125  
Web site: [www.vealfarm.com](http://www.vealfarm.com)