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TRACKING YOUR BEEF CHECKOFF INVESTMENT





Dear Fellow Beef Producers:

Regardless of what industry we work in, we face a constant flow of challenges to stay afloat. As technology and time change our daily lives, so do they change every industry in their wake. And while change is virtually always difficult, it is so very often productive, as well.

In that vein, we have certainly faced our share of change and challenge in the beef industry during the last several years, yet we have risen to those challenges and progressed as a result. For example, BSE sent us into a national crisis in December 2003 that continues to affect us to this day, and litigation averted attention from our tasks at hand and called into question the future of our self-help Beef Checkoff Program.

Thanks, in part, to the efforts of your beef checkoff, however, consumer confidence in the safety of our beef is stronger than ever, and consumer demand for beef has continued a strong upward trend since 1998. Of course, we all know that the cattle industry is a cyclical one, and we can never stop and rest on our laurels. That's why the Supreme Court's ruling in May that our checkoff program is, indeed, constitutional was such a welcome one.

With that green light, your checkoff dollars continue to be invested 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. And only through coordinated efforts at both state and national levels are these programs able to accomplish what they set out to do. In this booklet, you'll get a summary of the combined investments of state and local checkoff assessments - the full dollar - during the last year. After all, this program is accountable first and foremost to you, the producers and importers who pay the checkoff.

And as we look to the future, let's remember that it is important to embrace change - to continue to adapt our product and marketing approaches to meet the constantly changing needs and desires of a sometimes-fickle consumer. To do that, we need input from all producers. So give us your ideas for improving your self-help promotion and research program, and we'll work together toward a bright future for the beef industry.

Sincerely,

Al Svajgr
Cozad, Nebraska
2005 Chairman, Cattlemen's Beef Board

Combined Statement of Beef Checkoff Activities for the Fiscal Years Ended During 2004, 2003, 2002 and 2001 (Note 1)

	2004	2003	2002	2001
Revenues:				
Assessments	\$81,751,000	\$84,267,000	\$82,725,000	\$85,444,000
Interest	520,000	700,000	1,271,000	3,024,000
Other (Note 2)	135,000	214,000	214,000	334,000
Total Revenues	82,406,000	85,181,000	84,210,000	88,802,000
Expenses:				
Program -				
Promotion	38,776,000	41,732,000	41,011,000	43,876,000
Research	8,178,000	6,902,000	6,878,000	7,098,000
Consumer Information	12,352,000	13,079,000	12,180,000	11,493,000
Industry Information	5,020,000	4,226,000	4,128,000	4,342,000
Foreign Marketing	6,942,000	7,100,000	9,352,000	8,287,000
Producer Communications	4,545,000	4,258,000	4,126,000	4,987,000
Evaluation	192,000	175,000	131,000	75,000
Program Development	388,000	374,000	776,000	664,000
Total Program Expenses	76,393,000	77,846,000	78,582,000	80,822,000
Department of Agriculture Oversight (Note 3)	173,000	309,000	397,000	170,000
Collections	1,556,000	1,615,000	1,585,000	1,429,000
Administration (Note 4)	5,519,000	5,592,000	5,330,000	5,796,000
Total Expenses	83,641,000	85,362,000	85,894,000	88,217,000
Excess (shortage) of revenues over (under) expenses (Note 5)	(\$1,235,000)	(\$181,000)	(\$1,684,000)	\$585,000

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, 2004, 2003, 2002, and 2001. 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 2004, 2003, 2002 and 2001, 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. Industry organizations conducting checkoff-funded programs in Fiscal 2005 include:



National Cattlemen's Beef Association

(303) 694-0305
www.beef.org



Meat Importers Council of America

(703) 522-1910
www.micausa.org



American National CattleWomen, Inc.

(303) 694-0313
www.ancw.org



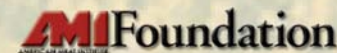
National Livestock Producers Association

(719) 538-8843
www.nlpa.org



U.S. Meat Export Federation

(303) 623-6328
www.usmef.org



American Meat Institute

(703) 841-2400
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