

BEEF BOARD RESPONSIBILITIES

- **Administer Beef Order**
 - Oversee collection of \$1-per-head beef checkoff assessment on all cattle sold in the U.S. and \$1-per-head equivalent on imported cattle, beef and beef products
 - Remain accountable for checkoff funds invested at the state level, through the Beef Board, and through national contractors of checkoff programs
 - Make rules and regulations to effectuate the terms and provisions of the Order
 - Receive, investigate and report to the U.S. Secretary of Agriculture complaints of violations of the Order
 - Recommend to the Secretary amendments to the Order
 - Adopt such rules for the conduct of Board business as Board members deem advisable
 - Meet at least annually to nominate and elect annually a chairman, vice chairman and secretary/treasurer of the Board, as well as CBB members of the Beef Promotion Operating Committee and the CBB Executive Committee
 - Delegate to the Executive Committee the authority to administer the terms and provisions of the Order under direction of the full Board and within the policies determined by the full Board.
 - Certify no more than one Qualified State Beef Council in each state
 - Review applications submitted by state beef promotion organizations and make determinations regarding them

- **Act As A Fiduciary To The Board**
 - Take responsibilities seriously and perform them to the best of your ability
 - Disclose actual or perceived conflicts of interest, and refrain from voting on these matters
 - Attend and participate in meetings of the Cattlemen's Beef Board – be actively involved
 - Actively participate in planning and budgeting processes for investment of checkoff dollars, including probably costs of promotion, research, consumer information, industry information, foreign marketing and producer communications
 - Prepare and submit to the Secretary for approval annually budgets of the Board's overall anticipated expenses and disbursements, including costs of administering the Order
 - Oversee implementation of checkoff programs and seek corrections and improvements where needed
 - Contract with established national, non-profit, industry-governed organizations to implement programs of promotion, research, consumer information, industry information, foreign marketing and producer communications
 - Make certain that no plans make use of any unfair or deceptive acts or practices, including unfair or deceptive acts or practices with respect to the quality, value or use of any competing product

- Make certain that no funds collected by the Board are in any manner used for the purpose of influencing governmental policy or action, except to recommend amendments to the Secretary
 - Evaluate effectiveness of programs
 - Make decisions to benefit the entire industry. Do not base decisions on personal, organizational, state/regional, or committee interests
 - Board members are liable for acts of dishonesty, willful misconduct and gross negligence
 - Care for Board property and conduct and avoid waste and/or reduction of Board assets
 - Operate in a business-like fashion
 - Respect sexual harassment policies
- **Build demand for beef here and abroad and stimulate research to enhance beef's consistent quality, safety and reliability:**
 - Participate on joint program committees to identify how best to invest checkoff dollars
 - Review and amend Authorization Requests
 - Develop and recommend to the Operating Committee which programs best achieve the goals of the industry Long Range Plan
- **Communicate a positive image of beef and the beef industry and communicate results of checkoff investments**
 - Keep updated on current checkoff programs by reading materials delivered through the Beef Board office, Web site, postal mail, and checkoff meetings
 - Provide checkoff updates at local, regional and state meetings when opportunity arises or is encouraged
 - Share messages with local and/or national media as requested
 - Correct inaccurate printed or spoken information about the checkoff and beef industry as encountered, or notify checkoff staff of same

