July 6, 2011

Dear Cattlemen’s Beef Board Members,

Kansas Cattlemen’ Association commends you for the proposed roles and responsibilities outlined by the Cattlemen’s Beef Board. We applaud your efforts to implement these standards as they will help to improve the Beef Checkoff Program and the way it is administered.

In these economic times, every company needs to tighten its belt and create opportunities to be effective and more accountable. “Business as usual” is not acceptable. The CBB, focusing on its overhead and creating reasonable expectations that improve the integrity of the Beef Checkoff, will have a positive impact on the Checkoff, and it indicates that the CBB is making strides towards improving the program for all investors.

KCA believes that the CBB should develop its own strategies, annual plans, and budgets. Kansas Cattlemen feel it is tremendously important for transparency within the Checkoff and that the Checkoff process encompasses all Checkoff paying investors rather than just one organization.

Recent transgressions make it clear that there is a lack of separation or firewall between a policy organization and the Checkoff. The current structure of the Checkoff, where one policy organization, is not only the main contractor but also holds multiple committee seats and controls the Federation of State Beef Councils, is a clear conflict of interest and creates bias opportunities. Furthermore, KCA feels it is imperative that separation from any policy group be a prerequisite for the Federation and all qualified state beef councils. This is essential in maintaining credibility.

In conclusion, KCA does support your roles and responsibilities recommendations and encourages you to continue to represent every Checkoff paying investor. We as producers deserve a program that is administered with equity and impartiality.

Sincerely,

Brandy Carter
CEO/Executive Director
Kansas Cattlemen’s Association