

Dairy, Beef, Veal Producers  
Pay \$1/head

Importers  
Pay \$1/head or equivalent

State  
Beef  
Councils

Cattlemen's  
Beef Board

50¢

50¢

10

Federation  
State Beef  
Councils

10

Operating  
Committee

State  
Programs

National  
Programs

Promoting  
Researching  
Educating  
Safeguarding



# Flow of a Checkoff Dollar

1. Beef, dairy and veal producers pay one dollar per head on each transaction directly to their Qualified State Beef Councils. Importers and producers in states without state beef councils pay one dollar directly to the Beef Board. State beef council boards vary in size but are always representative of the cattle industry in the state. The Beef Board includes 106 (changing to 103 in 2012) beef dairy and veal producers and importers who are nominated by producer organizations in their state and then appointed by the Secretary of Agriculture to be good stewards of your beef checkoff investment. The Beef Board sets the budget for and evaluates all national programs.
2. Fifty cents of every dollar collected in the state is sent directly to the Cattlemen's Beef Board for national programs.
3. Of the 50 cents retained, producers on your state beef council board determine how it should be invested in local and state programs.
4. Members of your state board also may decide to invest a portion of their 50 cents into national programs. This investment is watched over by producers chosen by their states to sit on the board of the Federation of State Beef Councils.
5. Because the beef checkoff is a state and national program, the Beef Promotion Operating Committee was created by law to 'bring the two halves of the dollar together' into a coordinated program. The Operating Committee includes 10 Beef Board members and 10 producers selected by the Federation of State Beef Councils.
6. The Operating Committee is responsible for approving checkoff programs and contracting with national industry-governed organizations to implement these programs. The Federation also may invest in national programs.

