

NEWS RELEASE

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Oklahoma Beef Checkoff Vote This Fall Beef producers to decide on State Level Checkoff

OKLAHOMA CITY, OK - This fall, Oklahoma beef producers will have the opportunity to vote for a state beef checkoff, as a state-based addition to the current U.S. Beef Checkoff. Oklahoma Beef Checkoff assessment of \$1 per head would be managed by Oklahoma cattlemen and women and used to market, promote and educate consumers about beef and beef producers. Additionally, the Oklahoma Beef Checkoff will be refundable.

“Unlike the U.S. program, which requires that fifty cents of every dollar collected be sent to the Cattlemen’s Beef Promotion and Research Board for programs, the entire additional \$1 will stay in Oklahoma and Oklahoma beef producers decide where and how to invest those Checkoff dollars,” said Weston Givens, a rancher from Arnett, Okla.

Oklahoma would follow Texas and 14 other states who have already adopted a state beef checkoff program. As last year’s defeat of Question 777 showed us, we as producers need to do more to promote the heritage of beef in Oklahoma and the future of the industry – if not for ourselves, then for our families.

Any beef producer, regardless of age, who would be required to pay the assessment is eligible to vote in the referendum. Eligible voters may vote on November 1, 2017, at a county extension office during their normal office hours or request a mail-in ballot between October 2-20, 2017, by calling 405-235-4391. All mail-in ballots must be postmarked by October 27, 2017; otherwise, they will be invalid.

According to a 2014 economic study by Dr. Harry Kaiser of Cornell University, the Beef U.S. Beef Checkoff program yields \$11.20 return for every \$1 invested.

“Imagine how much value an additional dollar would add for Oklahoma producers – we have the ability to face challenges head on and the opportunity to shape the future of the beef industry,” Givens said. “I ask you to join me in voting Yes for an Oklahoma Beef Checkoff.”

For more information about the vote go to www.oklahomabeefcheckoff.com