

LEAD IN

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the proper form to the State Beef Board. But as of mid-December, no similar collection procedures have been established for purebred production sales or for private treaty sales.

As a result, every American Angus Assn. member who sells registered cattle should make every effort to see that the \$1 per head checkoff is made and submitted to the proper organization.

If you are planning a production sale, check with your state beef cattle association, local state extension office, or some other similar source for forms and information on how to properly collect and submit the funds. These sources can also probably tell you the way to handle private treaty sales as well. More than likely it will involve little more than sending a check for the correct amount, along with the proper form, at the end of the month or even the end of your sales season.

In some states sales managers and auctioneers are being contacted to see if they would be willing to collect and report the checkoff. How successful that will be remains to be seen, but in any event, it doesn't solve the

problem of collecting the checkoff from private treaty sales. And, even though it is the buyer's responsibility, it is unlikely that the purchaser of one or two of your bulls will make the effort to fill out a checkoff reporting form and send a dollar or two to the State Beef Board.

So until a better system is worked out, I urge all American Angus Assn. members to make every effort to collect the checkoff on their own sales and report it to the state beef promotion organization.

We have a big stake in the success of the Beef Promotion and Research program. Beef cattle prices don't appear to be too bad right now. But this is tempered by the fact that total beef cow numbers are the lowest since the early 1970s and grain prices are at near disastrously low levels for producers. Historically, with these conditions, the beef business would be booming.

The road to increasing per capita beef consumption is long and rocky. Every checkoff dollar is needed to smooth out the bumps and speed us along the route to a larger and more profitable beef industry.

