

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present direct payments available to farmers and ranchers and beef advertising updates.

USDA announces assistance to farmers

U.S. Secretary of Agriculture Sonny Perdue announced May 19 details of the Coronavirus Food Assistance Program (CFAP), which will provide up to \$16 billion in direct payments to deliver relief to America's farmers and ranchers affected by the coronavirus pandemic.

In addition to this direct support to farmers and ranchers, USDA's Farmers to Families Food Box program is partnering with regional and local distributors whose workforces have been significantly affected by the closure of many restaurants, hotels and other food service entities to purchase \$3 billion in fresh produce, dairy, and meat and deliver boxes to Americans in need.

Beginning May 26 the USDA, through the Farm Service Agency (FSA), will be accepting applications from agricultural producers who have suffered losses.

CFAP provides financial assistance to producers of agricultural commodities who have suffered a 5% or greater price decline due to COVID-19 and face additional

significant marketing costs as a result of lower demand, surplus production and disruptions to shipping patterns and marketing of commodities.

Livestock eligible for CFAP include cattle, lambs, yearlings and hogs. The total payment will be calculated using the sum of the producer's number of livestock sold between Jan. 15 and April 15, 2020, multiplied by the payment rates per head, and the highest inventory number of livestock between April 16 and May 14, 2020, multiplied by the payment rate per head.

FSA is accepting applications now through Aug. 28, 2020. Additional information and application forms can be found at <https://farmers.gov/cfap>. Producers of all eligible commodities will apply through their local FSA office.

Source: USDA FSA

Ag workforce support

The National Institute of Food and Agriculture (NIFA) announced June 10 the investment of \$4.8 million to support 12 projects that will offer workforce training by community colleges.



These awards are made possible through the Agricultural and Food Research Initiative's (AFRI) Agricultural Workforce Training program priority area. This is the first time the NIFA has specifically targeted community colleges to increase training opportunities for the food and agricultural workforce sector.

"Community colleges provide substantial workforce development throughout the nation," said NIFA Director Scott Angle. "These awards will lead to workers earning a two-year degree or an industry-accepted credential which will open better job opportunities in the food and agricultural sector."

Source: NIFA

Meatpacking facilities operating at 95% capacity

U.S. Secretary of Agriculture Sonny Perdue announced June 10 the safe reopening of critical infrastructure meatpacking facilities across the United States.

As of that date, across the cattle, swine and broiler sectors, processing facilities are operating at more than 95% of their average capacity compared to this time last year. In fact, beef facilities are operating at 98%, pork facilities are operating at 95%, and poultry facilities are operating at 98% of their capacity



compared to the same time last year.

America's meatpacking facilities are resuming operations following President Trump's executive order directing the facilities to implement the Centers for Disease Control and Prevention (CDC) and the Department of Labor's Occupational Safety and Health Administration (OSHA) guidelines specifically created for the meat and poultry sector response to the COVID-19 pandemic.

The USDA in conjunction with the CDC, OSHA and state and local health officials have been working to ensure a safe and stable supply of protein is available for American consumers all while keeping employees safe.

Source: USDA

Great American Outdoors Act

The National Cattlemen's Beef Association (NCBA), the American Sheep Industry Association (ASI), the Public Lands Council (PLC) and many other affiliate organizations June 8 wrote Senate Majority Leader Mitch McConnell, Senate Minority Leader Chuck Schumer, Energy and Natural Resources Chair Lisa Murkowski, and Energy and Natural Resources Committee Ranking Member Joe Manchin, urging Congress to retain its role in safeguarding public lands by opposing the Great American Outdoors (GAO) Act (S.3422).

The GAO Act as written creates more than \$14 billion in new, mandatory spending and gives federal agencies free rein to spend \$360 million per year solely to acquire new private land without any oversight from Congress.

This raises concern among the 48 livestock and natural resource groups who signed the joint letter, as the groups point out the blatant conflict by pairing the mounting disrepair of current land under federal control and allowing rampant acquisition without accounting for management of future land acquisitions.

"As introduced the GAO Act, and every other bill that preceded it that contained similar provisions, is an irresponsible way to fix a very real problem. Currently land management agencies like the U.S. Forest Service, National Park Service and Bureau of Land Management face staggering backlogs of much-needed maintenance ... If passed, the GAO Act sentences hundreds of millions of acres of American land and water to a poorly managed future," the groups wrote.

Source: NCBA


Expanding digital beef advertising

State beef councils around the country are joining forces to invest state-controlled beef checkoff dollars in Beef. It's What's For Dinner. digital advertising campaigns. These efforts will significantly expand beef promotion in their own states, as well as in consumer-abundant U.S. regions.

The councils are working with the staff at the National Cattlemen's Beef Association, a beef checkoff contractor, to provide reach to about 70 million consumers. This partnership created more than 733,000 visits to the Beef. It's What's

For Dinner. website through Google advertising, generated an estimated 56 million national and state video views on YouTube, and produced more than 2.3 million radio listens through Spotify.

Seventeen state councils have instituted "state footprint" media campaigns to feature Beef. It's What's For Dinner. advertising within their own states. Four multi-state collaborative media campaigns have also been created, with states focusing on four regions — Southeast, Western United States, Top 5 States and the Midwest — with campaigns targeting beef consumers.

Avenues selected for the advertising include Google Search Advertising, YouTube Video Advertising and Spotify Audio Streaming Advertising. Google Search Ads deliver hundreds of thousands of consumers to the Beef. It's What's For Dinner. website, the beef checkoff's one-stop resource for all things beef. 

Source: Beef Checkoff

