

# BEEF BUSINESS

by Julie Mais, editor

*In this month's "Beef Business," we present the 2024 Beef Checkoff Plan of Work and updates to the Livestock Indemnity Program.*

## 2024 Beef Checkoff Plan of Work

The Cattlemen's Beef Board (CBB) will invest approximately \$38 million into programs of beef promotion, research, consumer information, industry information, foreign marketing and producer communications during fiscal 2024, subject to USDA approval.

In action at the end of its Sept. 6-7, 2023, meeting in Denver, Colo., the Beef Promotion Operating Committee (BPOC) approved Checkoff funding for a total of 12 "Authorization Requests" — or grant proposals — for the fiscal year beginning Oct. 1, 2023. The committee, which includes 10 producers and importers from the Cattlemen's Beef Board and 10 producers from the Federation of State Beef Councils, also recommended full Cattlemen's Beef Board approval of a budget amendment to reflect the split of funding between budget categories affected by their decisions.

Nine contractors and three subcontractors brought 15 Authorization Requests worth approximately \$49 million to the BPOC, approximately \$11 million more than the funds available from the CBB budget.

"We're consistently impressed with

the proposals that our contractors bring forward each year, and choosing which initiatives to fund is a real challenge," said Jimmy Taylor, CBB and BPOC chair. "Our budget amounts to slightly less each year because of inflation. To put it in perspective, a dollar in 1985 is worth just 35 cents today. That means we simply don't have the buying power that we had when this program first started.


"As we expected, the Authorization Requests we reviewed this week were full of new ideas and innovative approaches supporting the Checkoff's core programs of research, promotion, foreign marketing, industry information, consumer information and producer communications. Our committee did a great job of balancing our budget and distributing our limited funds in what we believe is the most optimal way possible. I personally thank our contractors and committee members for all their hard work, and I look forward to future Checkoff successes throughout FY24."

In the end the BPOC approved proposals from eight national beef organizations for funding through the FY24 Cattlemen's Beef Board budget. Visit [www.beefboard.org](http://www.beefboard.org) for more detail on the budget.

Source: CBB

## Livestock Indemnity Program Updated to Reflect Current Market Conditions

The USDA's Farm Service Agency (FSA) announced Aug. 25 it is updating the Livestock Indemnity Program (LIP) payment rate to support livestock producers in the Midwest who have lost cattle to the extreme heat and humidity experienced this summer. To help indemnify ranchers to reflect a trend towards higher cattle weights in feedlots, the 2023 LIP payment rate for beef calves more than 800 pounds will increase from \$1,244 per head to \$1,618, an increase of \$374.

The updated LIP payment rate is effective immediately and will be applied retroactively starting Jan. 1, 2023, for all eligible causes of loss including excessive heat, tornado, winter storms and other qualifying adverse weather. Producers who have already received LIP payments for 2023 losses will receive an additional payment, if applicable, commensurate with this updated rate. 

Source: USDA FSA