

BEEF BUSINESS

Compiled by Julie Mais, editor

December's "Beef Business" brings you information on Beef Checkoff program investments and dicamba registration

Checkoff invests \$40.5 million in 2019 programs

The Cattlemen's Beef Promotion and Research Board will invest about \$40.5 million into programs of beef promotion, research, consumer information, industry information, foreign marketing and producer communications during fiscal year (FY) 2019, subject to USDA approval.

In action at the end of its Sept. 11-12 meeting in Denver, the Operating Committee approved checkoff funding for 14 "Authorization Requests" — or proposals — brought by seven contractors for FY 19 beginning Oct. 1, 2018. The committee, including 10 producers from the Beef Board and 10 producers from the Federation of State Beef Councils, also recommended full Beef Board approval of a budget amendment to reflect the split of funding between budget categories affected by their decisions.

The seven contractors brought \$45 million worth of funding requests to the Operating Committee, almost \$5 million more than what was available from the Cattlemen's Beef Board (CBB) budget.

"The members of the Operating Committee listened with open minds as contractors presented their requests for funding. The committee engaged in respectful debate as they went through the funding for each request, mindful of program committee comments from summer convention," said CBB Chariman Joan

Ruskamp, a Nebraska feedlot owner.

"Trimming nearly 4.8 million dollars to meet the budget of \$40,521,900 was not an easy task, yet the committee remained focused on program funding that would best strengthen demand for beef," she said.

In the end, the Operating Committee approved proposals from seven national beef organizations for funding through the FY 19 Cattlemen's Beef Promotion and Research Board budget, as follows:

- National Cattlemen's Beef Association (five proposals for \$27.4 million)
- U.S. Meat Export Federation, a subcontractor to NCBA, (one proposal for \$8.3 million)
- North American Meat Institute (four proposals for \$1.9 million)
- Cattlemen's Beef Board (one proposal for \$1.7 million)
- American Farm Bureau Foundation for Agriculture (one proposal for \$700,000)
- Meat Import Council of America (one proposal for \$417,000)
- National Livestock Producers Association (one proposal for \$60,000)

Broken out by budget component, the Fiscal Year 2019 Plan of Work for the Cattlemen's Beef Promotion and Research Board budget includes:

- \$10.5 million for promotion programs
- \$9.2 million for research programs

- \$7.6 million for consumer information programs
- \$3 million for industry information programs
- \$8.3 million for foreign marketing and education
- \$1.7 million for producer communications

The full FY 2019 budget is \$43.9 million. Separate from the authorization requests, other expenses funded include \$227,000 for evaluation; \$300,000 for program development; \$800,000 for USDA oversight/CBB legal; and about \$2 million for administration.

Source: Cattlemen's Beef Board

Dicamba Registration

The U.S. Environmental Protection Agency (EPA) announced Oct. 31, 2018, that it is extending the registration of dicamba for two years for "over-the-top" use (application to growing plants) to control weeds in fields for cotton and soybean plants genetically engineered to resist dicamba. This action was informed by input from and collaboration between the EPA, state regulators, farmers, academic researchers, pesticide manufacturers and other stakeholders in the matter.

The registration for all dicamba products will automatically expire on Dec. 20, 2020, unless EPA further extends it.

Source: EPA

