



all about  
the  
**Iowa Beef  
CHECKOFF**

Over the past year, plans have been underway to move forward with reinstating the Iowa beef checkoff. Iowa Cattlemen's Association members have brought up the need for a state checkoff program to help further invest in Iowa's beef industry. In the fall of 2015, a survey that was sent out to cattle producers found that over 80% favored a state checkoff.

**Checkoff referendum** - A petition of 500 producer signatures has been submitted to the Secretary of Agriculture requesting the producer referendum/vote.

**Voter eligibility** - Individuals that owned or acquired cattle during the past year as defined in Iowa Code section 181.1 are eligible to vote. Verification is required on all ballot requests and voting ballots.

**Voting locations** - Polling locations will be open from 8:00 a.m. to 4:30 p.m. on Nov. 30, 2016, at every ISU County Extension office. At the polling location producers will be provided an "Official Ballot" after signing a "Beef Producer Certification."

**Absentee ballot process** - Absentee ballot request forms are available from the Iowa Department of Agriculture & Land Stewardship by calling 515.281.5321, or by e-mail at [beefvote@iowaagriculture.gov](mailto:beefvote@iowaagriculture.gov). The signed absentee ballot request form must be mailed to the Department by Nov. 23.

If the referendum passes by a simple majority, collections will begin March 1, 2017

**Who will pay and how much will it cost?**

The state checkoff will be assessed at \$0.50 on every head of cattle sold in Iowa. Anyone who sells cattle will pay the \$0.50, which will be collected by livestock auction markets, packers, and others.

**How will the dollars be used?**

According to the ICA member survey, priorities for the Iowa beef checkoff are as follows:

- Marketing and promoting Iowa's beef and beef products
- Enhancing Iowa's beef industry image
- Production research
- Expanding international trade relationships
- Providing producer, consumer, and youth educational opportunities

**Who administers the funds?**

An Executive Council made up of five elected cattle producers, the Iowa Secretary of Agriculture, the Dean of the College of Agriculture and Life Sciences at Iowa State University, a representative from the Livestock Market Association, and two ICA producer members will govern how funds are spent. The funds will be administered by the Iowa Beef Industry Council.

**Is the state checkoff mandatory?**

The state checkoff is mandatory but a refund is available if filed within 90 days.

**Where can I get more information?**

Visit [www.iacattlemen.org](http://www.iacattlemen.org) or call 515.296.2266.

**VOTE! VOTE! VOTE!**