

Before the beef checkoff became law, producer dollars for national promotional efforts flowed primarily from the state level. Today, states continue to ground the program. It's where the \$1 per-head checkoff assessment is collected, and it's where the decision-making process begins for this grassroots, producer-driven program that markets beef around the world.

As a division of the National Cattlemen's Beef Association, the Federation of State Beef Councils, organized in 1963, represents the 44 Qualified State Beef Councils. Collectively, these QSBCs represent over 700 state board members. Each state board is unique in their composition and appointment process; however, a common aspect to all state councils is their inclusiveness of industry organizations and segments.

Many beef industry organizations are represented on state beef councils, including: State Cattlemen's Associations, Livestock Marketing Associations, Farm Bureau, CattleWomen, Dairy Farmers Associations, Cattlemen's Beef Board, University/College of Agriculture, State Department of Agriculture/Ag committee leadership, Farmers Union, R-Calf, US Cattlemen and Grange.

In addition, they represent the following beef industry segments: seedstock, cow-calf, stocker, feeder, dairy, veal, packer, local processor, multi-segment producer, auction market operator/owner, public (general consumer), allied industry, retail and foodservice.

The Federation Vision

To build beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

The Federation Statement of Beliefs

We believe in the success of a strong state and national partnership resulting in increased consumer demand for beef and higher consumer confidence;

We believe in producer control of checkoff funds through the Qualified State Beef Councils, which are the foundation of the beef checkoff; and

We believe in the industry Long Range Plan as a guidepost for the beef checkoff and the principle of "one vision – one plan – one voice."

Federation Leadership – 2019

The Federation board of directors elects an Executive Committee:

Region I – Steve Walker, NY
Region II – Mark Pendleton, NC
Region III – Al Lyman, IL
Region IV – Ryan Moorhouse, TX
Region V – Sallie Miller, CO
Region VI – Lucy Rechel, NV
Region VII – Travis Maddock, ND

Chair – Laurie Munns, UT
Vice-Chair – Buck Wehrbein, NE
Federation Advisory Council – Kevin Thielen, KS
Revenue KS – Jaret Moyer
Revenue NE – Doug Temme
Revenue TX – Brad Hastings

The Federation board also elects 10 members to the Beef Promotion Operating Committee:

BPOC Vice Chair Laurie Munns, UT, Federation Division Chair
Buck Wehrbein, NE, Federation Division Vice Chair
Katie Brenny, MN
Gary Deering, SD
Bradley Hastings, TX

Chris Jeffcoat, PA
Clark Price, ND
Jeff Rudolf, NE
Don Terry, TN
VeaBea Thomas, SD