

Federation Forum Recommendation to the Federation Division Board of Directors

WHEREAS, the nation's declining cow herd means declining checkoff revenue,

WHEREAS, issues impacting consumer beef demand are more complex and ever increasing,

WHEREAS, there has never been a more important time to defend the beef industry on modern beef production practices,

WHEREAS, the nation's beef producers need a strategic plan that is focused solely on increasing demand for beef and,

WHEREAS, the discussions and disagreements over the Federation structure are time consuming and counterproductive;

THEREFORE, BE IT RESOLVED, the Federation should operate in a more independent structure while maintaining the synergies and efficiencies of the current relationship with the National Cattlemen's Beef Association and strongly opposes any effort to sever the relationship.

Adopted by the Federation Division Board of Directors on July 31, 2010