

# Understanding Your Checkoffs

How the Beef, Lamb, and Pork Checkoffs apply to young producers at fairs, exhibitions, and beyond

Let's explore the ins and outs of these Checkoff programs and discover the impact you make as

FUTURE LEADERS IN AGRICULTURE



The Beef, Lamb, and Pork Checkoffs help pay for **promotion, research, and education** for both producers and consumers. That's it. The money collected **cannot** be used to influence government policy or action—and that includes lobbying.



FUNDING THE FUTURE



Payment of Checkoff fees is **required by law** for all cattle, lamb, and pork sales. It doesn't matter why or how many animals you're selling.



Funded by the Beef Checkoff

## BEEF CHECKOFF



- **A \$1-per-head national Beef Checkoff fee** is paid by the seller each time a beef or dairy animal is sold (both buyer and seller are responsible for ensuring the Checkoff is paid). The fee is sent to the Beef Council in the state where the animal is sold.
- The State Beef Council can keep up to \$0.50 of the dollar to spend on state programs; the other \$.50 cents goes to the Cattlemen's Beef Board to fund national programs.

NOTE: Some states also have a state Checkoff—find out more through your State Beef Council!



## LAMB CHECKOFF



- **A fee of \$0.007 per pound of live weight** is paid by the seller. A \$0.42 "first handler assessment" is paid by the owner of the animal at the time of slaughter, such as a packer, processor, or direct marketer—both are sent to the Lamb Checkoff.
- **SIMPLE FORMULA:**  
Weight of the animal (lbs) x \$.007 = amount seller sends to the Lamb Checkoff



## PORK CHECKOFF



- **A fee of \$0.35 per \$100 in value** is paid by the seller at the time of sale and is sent to the Pork Checkoff.
- **SIMPLE FORMULA:**  
Total Sale Amount x .035 = amount seller sends to the Pork Checkoff
- **NOTE:** Some Pork Checkoff funds are returned to the states for local promotion, research, and education.

Did you know?

There are currently over 20 research and promotion Checkoffs designed to grow these commodities' markets.



# Putting Your Investment to Work

All money sent to the three Checkoffs goes toward **promotion, research, and education**, supporting each industry at the state and national levels. Check out some of the exciting things your Checkoffs are doing!



## PROMOTION

connects the three industries with consumers in meaningful ways so they can feel confident purchasing beef, lamb, and pork products.

- **Beef. It's What's for Dinner.** has been used by the Beef Checkoff for over 30 years and is now the web hub for all things Beef! Visit [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) to learn more.



- **Lamb Jam** is a Lamb Checkoff-hosted competition where chefs in various locations create dishes featuring lamb. The best chefs from each location come together to learn more about lamb.



- **Pork & Partners** is a community of registered dietitians that provides nutrition professionals with pork-related resources, recipes, events, and professional development opportunities.

**PORK & PARTNERS**



## RESEARCH

provides science-based information in beef, lamb, and pork nutrition, safety, and pathogen resistance—and grows consumer confidence in purchasing these products.

- Consumers want to be confident that the food they buy at the grocery store or at restaurants is safe and healthy. To earn this trust, all three Checkoffs invest in **food safety and product quality research**. Product quality and safety practices developed through Checkoff-funded research are used throughout the production and processing supply chains.



- The Lamb Checkoff has worked with Michigan State University (MSU) to analyze the **sheep industry's environmental footprint** and develop an emission calculator and strategies to minimize the industry's environmental impact.



- To learn more about Checkoff-funded research, visit [BeefResearch.org](http://BeefResearch.org) and [PorkCheckoff.org/research](http://PorkCheckoff.org/research).



## EDUCATION

helps create an accurate understanding of the beef, lamb, and pork industries through issues management, public relations, and quality assurance.

- **Quality Assurance (QA):** All three Checkoffs have QA programs that educate producers about how good husbandry combined with scientific knowledge help raise animals under the best conditions.



- **Youth for the Quality Care of Animals:** Started in 2016, YQCA ensures the safety and well-being of beef and dairy cattle, lambs, pork, poultry, goats, and rabbits produced by youth. Visit [YQCAProgram.org](http://YQCAProgram.org) to learn about junior producers raising food for America. YQCA is not a formalized Checkoff program.

## INVESTING IN THE FUTURE

Recognizing that young producers like you are the future of the industry, Checkoff programs **strongly support youth animal agriculture programs**, like 4-H and FFA!



For more information on the Beef Checkoff program in Wisconsin, reach out to the Wisconsin Beef Council at 608.833.7177 or [wbc@beeftips.com](mailto:wbc@beeftips.com).



[BeefBoard.org](http://BeefBoard.org)



[PorkCheckoff.org](http://PorkCheckoff.org)



[AmericanLamb.com](http://AmericanLamb.com)