

TRANSCRIPT PREPARED BY THE CLERK OF THE LEGISLATURE  
Transcriber's Office  
FLOOR DEBATE

February 16, 2005 LB 150

Board, accountable to the Secretary of Agriculture, to develop and implement a national program for promotion, research, consumer education, using these checkoff dollars. It provides for a quality beef...state beef councils that were either existing state agencies or private organizations governed by beef producers that promote beef industry. Nebraska Beef Board was certified as the qualified beef council for Nebraska in 1991. The federal act coordinates collection of checkoff, and provides the national direction and coordination of all the state programs. Producers contribute to the state-qualified beef organization are given 50 cents a head credit on the amount paid to the federal program; 50 cents stays in the state. In 1991, the Legislature enacted LB 583. This dissolved the state agency status of the Nebraska Beef Board, and allowed the board to re-form as a nonprofit corporation. It recognizes the Beef Board, upon successful reorganization, as the qualified state beef council for purposes of a federal beef promotion program. Some of the values of the checkoff program that's been used over the years, the state has a considerable interest in the state's beef industry. And I'd like to point that out. This is checkoff money coming from producers, but it is really valuable to the entire state. The beef industry has an \$11.5 billion impact on the Nebraska economy. Nebraska ranks first in commercial cattle slaughter, and consistently is the national leader in livestock feeding. Nebraska produces 20 percent of the nation's beef consumption. That's pretty considerable. And that's why we feel like the money has been used to...really for...to promote industry in the whole state of Nebraska, benefits all of Nebraska. A program as a means of...by which cattle producers may collect funds...fund projects to help stimulate the demand for beef. Beef has to compete with other food choices available to consumers. It's a nationally organized promotion program, including the slogan, and I'm sure you've all heard it if you listen to any of the Nebraska football, basketball games, or anything, it's: Beef, it's what's for dinner. It's probably one of the most recognized slogans that there is. As far as...that's on the promotion side of it. As far as research, we've developed new beef products, new products that fit a modern lifestyle. Chris Calkins, from the University of Nebraska, has done a lot of work on muscle profiling and research, participated by the university in the