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cuts of meat. He's taken cheaper cuts and made it...found out some muscles that would make a prime quality beef meal. The...what's the name of the...this flatiron steak, I think is one that's very popular. That's made it so it's people that are able to buy this at a cheaper price. It's also made it a better price for our beef. It's something that needs to be here. And to have this opted out at the point of sale, we...the original bill said that you had to apply for your refund within a month, then the refund would not be made until quarterly, just to make less paperwork. And then we realized that there were some that felt like that was too long. They did not want somebody using their money for that time, so we even, before the hearing this year, came in with the amendment to make it so that you could get your refund within one month. The...a couple groups, the livestock marketing association, Senator Cap Dierks,...

SENATOR CUDABACK: One minute.

SENATOR KREMER: ...came in and testified, and he said he was going to be against the bill. When we found that we had made it available that they could get their refund within a month then he talked about how important that the checkoff is. And many of the opposing groups even say the checkoff is very important; that we need this money by producers to promote our product. It's not anybody else. It's not LB 775 money. The livestock industry really gets hardly any incentives from anything else other than our own. There's been some research done of where the support is, and I think the last I saw was...it was several months ago, maybe a year ago that the research was done, showed a 73 percent support of the checkoff money. It's something that we have to do. If we opt out at the point of sale, we've got some information here from Louisiana that tried that and they said all the misconduct and the misuse of it. We've made this bill so that you can...they take a dollar, but you can ask for 50 cents back, you can ask for a quarter back, you can ask for 75 cents back, you can ask for all of it back. So every time you'd sell cattle...and it's not just the sale barn that sells them. There's a lot of private sales are made. The Brand Committee collects that. All the checkoffs are done at the slaughterhouses, too. You would have to somehow tell them how much you wanted to checkoff, and all the paperwork and the