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FLOOR DEBATE

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checkoff deal. This is the reason we have a market today in the beef industry. This is the reason that when there was a BSE cow found in the United States that the Americans and the universities in Iowa, in those areas, in Nebraska were on the leading edge of doing the research on it, and this was the reason that consumption didn't decrease in the United States, was because of the checkoff, and by using the checkoff dollars we were able to bring the correct wording to the public. Years ago, when we didn't have something like that, we were at the mercy of whoever wanted to take us down the road, whether it be the packers or the grocer people or just environmentalists or animal rights people. There's another instance here where we have to have some type of resource to come across in strong measures against these animal rights individuals. There's the things that have been done in packinghouses to help with the animal rights people and that they've agreed to. One thing you want to remember, that this Supreme Court case wasn't brought about by producers. It was brought about by the livestock marketing association, which are people that sell the cattle. So this is something where the producers have never really been dissatisfied with it, that I've ever heard of. There's no doubt some that are, but at the same time, if they remember back what the price of cattle were before we had some of the checkoff, and when you remember when the old lady used to always say, where's the beef, and that sort of thing, those were the days before we had checkoffs. Now that we have the research going and some of the work that's been done in with our research money, our promotion has been considerably greater. We have Fifth Avenue people, I guess, that are building advertisements on national television and in other places. So it does help to have a checkoff of some sort. I don't see where there's that much difference. Like I've said before, Senator Chambers' amendment, you have to have the paper signed that you want to donate the money or have it taken out of your sales. The committee amendment has it where you have the money deducted and, if you want it back within a short period of time, you can get it back. If you're going to make this thing work, I think that's the way it should be. Up to now, most generally most of the producers that I've every contacted with have been in favor of a checkoff. Even some of the people that were here today that were wanting it changed agreed that we have to have the checkoff. They were