



Beef Producers Confident in Checkoff

News release by the Cattlemen's Beef Promotion and Research Board

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Checkoff Program
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down market.***

DENVER, CO (Feb. 1, 2006) — Approval of the \$1-per-head beef checkoff program remains high, based on a recent survey of beef producers conducted on behalf of the Cattlemen's Beef Promotion and Research Board (CBB).

The survey, conducted in December 2005 and January 2006, found that 73% of beef producers approve of the beef checkoff, which is identical to the support level voiced in a survey in January 2005. In July 2005, 72% said they approved of the program.

This level of support is the highest it has been since the early 90s, when approval levels were in the low-80% range, according to 2005 CBB Chairman Alan Svajgr, a beef producer from Cozad, Neb. The 2006 research indicates 17% of cattlemen disapprove of the checkoff, the same as found in July 2005.

Other numbers were equally encouraging, according to Svajgr. He points out that 81% of producers surveyed said the Beef Checkoff Program had value, even in a down market.

"Beef producers continue to see that the Beef Checkoff Program provides a good value

for the money invested in it," Svajgr says. "And, nearly seven in 10 producers believe the checkoff has helped contribute to their operation's profitability through the years. That's encouraging news, and demonstrates producer awareness of what the checkoff was created for in the first place."

Svajgr notes that the research demonstrates a need to better communicate about the checkoff to producers. Of those producers who say they are very well informed about the checkoff, 83% also say they approve of the program. Of the 17% who say they are not at all informed, 46% approve.

"We certainly would like to have all producers in the 'very well-informed' category," Svajgr says.

The research shows that aside from consumer advertising, there is somewhat limited knowledge of programs being conducted through the Beef Checkoff Program — although it is improving. Sixty-nine percent of producers in the survey identified consumer advertising as a program conducted through the beef checkoff, while only 8% identified beef safety research —

the second-highest program area identified. About 20% of respondents could not identify a beef checkoff activity.

Conducted for the CBB by Aspen Media and Market Research, Boulder, Colo., the telephone survey of a random sample of beef and dairy producers nationwide was completed between Dec. 14, 2005, and Jan. 2, 2006, and has a

margin of error of plus or minus 2.8%.

The semi-annual survey of 1,225 producers is demographically representative of the various types of U.S. beef, veal and dairy operations in the United States, based on the 2002 Agricultural Census.



Editor's Note: This release is adapted from a news release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the "Press Releases" link at www.beefboard.org.