

# WELCOME



Dear Beef Producer,

The Texas Beef Council conducts the \$2-per-head state and national Beef Checkoff programs for Texas producers. Our purpose is to bring more Texans to the table over a shared love of beef through promotion, research, and education.

**By law, all producers selling cattle or calves, for any reason and regardless of age or sex, are required to pay a combined \$2-per-head state and national Beef Checkoff to support beef promotion, research, and education. If you market cattle in the form of beef or beef products to consumers directly, through retail or wholesale outlets, or for export purposes, you are required to remit an assessment of \$2-per-head of cattle.**

Mandatory compliance includes each commodity processing point submitting collection reports and assessments to Texas Beef Council. A commodity processing point is any entity, including an individual, that pays another producer for cattle or facilitates ownership transfer. All reports with assessment must be submitted by the 15th of the month following the transaction date. A compounded two percent late fee is assessed on both dollars if postmarked after the 15th. Commodity processing points must submit a monthly report even if there are no sales. Under those circumstances, a form with \$0 would be submitted. Texas Beef Council will mail you forms every other month, but you can also remit the forms online at [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com) and mail the payment to the lockbox at the following address:

**Texas Beef Council, P.O. Box 822, San Antonio, TX 78293-0822**

Enclosed are documents explaining the state and national Beef Checkoff programs and the action needed as a commodity processing point. Also included are some materials that show how we're encouraging consumers, chefs, health influencers, and more to choose beef. We strive to keep beef producers informed about how their Beef Checkoff dollars help keep beef in its strongest state.

Thank you for your support and compliance with the Beef Checkoff program.

Sincerely,

**Texas Beef Council**  
512.335.2333  
[info@txbeef.org](mailto:info@txbeef.org)

## NEXT STEPS

1

Review  
welcome  
packet

2

Complete  
producer  
application

3

Mail application,  
remittance  
form, and  
assessment

4

TBC will create  
an account and  
issue an  
ID number

For more information about Texas Beef Checkoff programs, visit [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com).



## BACK TO THE BASICS

# HISTORY OF THE BEEF CHECKOFF

The Beef Checkoff was designed to support producers by growing demand at consumer, retail, and foodservice levels. This timeline covers important milestones over the years. Producers passed the Beef Checkoff with the following requirements:

- **Simple Assessment:** Everyone would pay \$1 per head, including importers.
- **Everyone Pays:** No free rides!
- **Producer-Controlled:** The Beef Checkoff would be grassroots/producer-controlled. National board members would be nominated by fellow producers.
- **State and National Partnerships:** Funds would be split 50/50 by the state and national Beef Checkoff. State Beef Councils would keep 50¢ of each dollar and spend it on priorities set by producers in their state.

## 1986

### NATIONAL BEEF CHECKOFF COLLECTIONS BEGAN

- The Beef Promotion and Research Act (the Act) was enacted as part of the 1985 Farm Bill. The Act provided the foundation for a producer and importer-funded beef promotion and research program to build demand for beef and beef products, both domestically and internationally.
- The U.S. Department of Agriculture issued the Beef Promotion and Research Order (the Order) in 1986. The Order covered specifics of the Beef Checkoff program's operation and allowed collections to begin on October 1, 1986.

## 1988

### NATIONAL REFERENDUM PASSED

- In accordance with the Act, a referendum was held 18 months after the Beef Checkoff was established.
- 79% of voting cattle producers and importers supported the continued use of producer funds to engage with consumers.

## 2014

### TEXAS BEEF CHECKOFF COLLECTIONS BEGAN

- Following the signing of House Bill 2312 in 2013 and the passage of the Texas Beef Checkoff Referendum in 2014, collections of the additional \$1 per head Texas Beef Checkoff began on October 1, 2014.
- 67% of voting Texas cattle producers voiced their support for funding in-state beef promotion, research, and education programs.



# BEEF CHECKOFF PROGRAMS

## FREQUENTLY ASKED QUESTIONS

### What is the difference between the Texas and National Beef Checkoff?

The Texas Beef Checkoff program is separate from the National Beef Checkoff; however, they operate in tandem with one another to conduct promotion, marketing, research and education programs for beef and beef products. Although they are both mandatory assessments, the Texas Beef Checkoff portion is refundable.

### Who collects and remits the Beef Checkoff?

By law, all producers selling cattle or calves, for any reason and regardless of age or sex, are required to pay a combined \$2 per head state and national checkoff to support beef promotion, research and education. Each collection point is responsible for collecting and remitting the assessment. A collection point is any entity, including an individual, which makes payment to a producer for cattle purchased or facilitates transfer of ownership. The assessment will be remitted to the Texas Beef Council, a contractor of the Beef Promotion and Research Council of Texas, using the state/national checkoff remittance form.

Additionally, the checkoff is collected at the same rate on every live beef animal imported and at the equivalent rate of \$2 per head state and national checkoff on all beef products that are imported.

Payment for both the state and national checkoff programs can be made with one check, which is due by the 15th of the month following the month in which the assessment is collected. A two percent late fee is assessed if postmarked after the 15th.

### Do I have to pay both checkoffs?

Yes, producers are required to pay both checkoff programs; however, the Texas Beef Checkoff is refundable.

A producer who has paid an assessment to the Texas Beef Checkoff may obtain a refund of the amount paid by filing an application for refund with the Beef Promotion and Research Council of Texas (BPRCT) within 60 days after the date of payment. The application must be in writing, on a form prescribed by BPRCT for that purpose and accompanied by proof of payment of the assessment. The National Beef Checkoff is not refundable.

### I don't live in Texas, but I sell cattle in Texas. Do I have to pay the state checkoff?

Yes. All cattle sold in Texas, including out-of-state cattle sold in Texas, are subject to the National and Texas Beef Checkoff programs.

### Who is exempt from paying the Beef Checkoff?

If an individual qualifies for a non-producer exemption under the national program in accordance with the National Beef Promotion and Research Act, that individual would qualify for a non-producer exemption in the state program, under the following conditions:

- The individual's share in the proceeds of a sale of cattle or beef solely consists of a sales commission, handling fee or other service fee

- The individual acquired ownership of cattle to facilitate the transfer of ownership of such cattle from the seller to a third party
- The individual resold such cattle no later than 10 days from the date on which the individual acquired ownership
- The individual certified, as required by procedures prescribed by the Council, that the requirements of this provision have been satisfied
- The individual must meet the USDA certification requirements under the National Organic Program and have a current USDA certificate

Remember, a dollar or a document. All selling/purchase transactions must be reported. In each case, either \$2 per head or a non-producer status form document must be collected by the buyer, from the seller, to show the dollar has been collected and paid within the past 10 days.

No other producer is exempt from the Beef Checkoff. Buyers who resell cattle no more than 10 days from the date of purchase may file a non-producer status form and avoid paying an additional dollar. They are, however, responsible for remitting collected funds and reporting any transactions to the Texas Beef Council.

### What is a Private Treaty Sale?

Private Treaty Sales involve one producer selling cattle to another producer where there is no designated collecting person involved in the transaction.

### If I sell cattle to my neighbor, is the combined state and national \$2 per head checkoff required?

Yes. The Beef Promotion and Research Order and the Texas Beef Checkoff law under which the checkoff programs operate require that the \$2 be remitted on ALL sales of cattle regardless of age, sex, breed, or purpose.

### Is the combined \$2 due on cattle sold for freezer trade?

Yes. If you market cattle in the form of beef or beef products to consumers either directly, through retail or wholesale outlets or for export purposes, you are required to remit an assessment of \$2 per head of cattle. Cattle and calves slaughtered for personal consumption by the producer and his or her family are not assessed.

### Why do dairy producers have to pay the checkoff?

While the dairy industry's primary business is producing milk, dairy farmers also sell calves and produce beef from the cows sent to market.

When the checkoff was first established in the Beef Promotion and Research Act as part of the 1985 Farm Bill, producers wanted to ensure that all those who would benefit from the increased demand as a result of the Beef Checkoff would share in the cost of funding the program. Therefore, with the dairy industry providing a good portion of the beef produced in the U.S., these producers are also a part of the Beef Checkoff program.







# Producer Account Application

Company Name \_\_\_\_\_

Brief description of the company

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Physical Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Owner Name \_\_\_\_\_

Owner Email \_\_\_\_\_

Phone / Cell \_\_\_\_\_

Bookkeeper/Office Manager Contact

\_\_\_\_\_

## Operation Type

- ☐ Cow/Calf
- ☐ Stocker
- ☐ Order Buyer
- ☐ Dealer/Trader
- ☐ Auction Market
- ☐ Feedyard
- ☐ Packer/Processor
- ☐ Dairy
- ☐ Other \_\_\_\_\_

## Operation Size

- ☐ 1 -19
- ☐ 20 - 49
- ☐ 50 - 99
- ☐ 100 - 249
- ☐ 250 - 499
- ☐ 500 - 999
- ☐ 1000 - 2000
- ☐ 2000 - 5000
- ☐ 5000 or more

## Sign up for Cattle Talk

Created specifically for Texas cattle producers, *Cattle Talk* is your source for news, insights, and transparent results on how your Texas Beef Checkoff dollars help keep beef in its strongest state.

☐ Yes, I would like to receive *Cattle Talk* and updates on **State** efforts.

☐ Yes, I would like to receive updates on **National** efforts.

How do you wish to receive these updates? ☐ Email ☐ Postal