



## The Facts:

Kentucky beef and dairy producers have the opportunity to invest in the future of their business. On **November 20**, a referendum to support funding of the Kentucky Beef Checkoff will take place at local Cooperative Extension offices.

Developed to strengthen beef demand domestically, internationally and locally, the Kentucky Beef Checkoff will complement current programs and aggressively confront important beef industry challenges.

**Q: What is the Kentucky Beef Checkoff?**

**A:** The Kentucky Beef Checkoff is a producer funded and managed, state-level promotion, marketing, research and education program for beef and beef products.

**Q: How will the Kentucky Beef Checkoff program be funded?**

**A:** The Kentucky Beef Checkoff program will be funded through collections of the additional \$1 assessment.

**Q: Is the Kentucky Beef Checkoff program different than the current Federal Beef Checkoff program?**

**A:** Yes, the Kentucky Beef Checkoff program is different and separate from the current Federal Beef Checkoff efforts. The Kentucky Beef Checkoff program may complement and extend the Federal Beef Checkoff efforts.

Unlike the federal program, which requires that 50 cents of every dollar collected be sent to the Cattlemen's Beef Promotion and Research Board for programs, the entire Kentucky Beef Checkoff assessment would be managed by Kentucky beef producers. Another difference is the Kentucky Beef Checkoff is refundable.

**Q: Who will manage the money collected through the Kentucky Beef Checkoff program?**

**A:** The Kentucky Beef Promotion Council would serve as the management entity of the state-level checkoff program. The Kentucky Board of Agriculture will have regulatory oversight of the checkoff funds.

The Kentucky Beef Promotion Council, an appointed committee of beef, dairy and industry representatives, will be responsible for recommending funding and marketing directives.

**Q: How can the money be used?**

**A:** The use of funds is limited by the parameters established in state law which are: Promoting and stimulating, by research, market development and education, the use and sale of domestic and foreign, bovine animal products. The money can be used in Kentucky, the U.S. and/or internationally. Members of the Kentucky Promotion Council will carefully scrutinize where these funds would have the biggest positive impact for Kentucky beef producers.

**Q: What is meant by the assessment being "a maximum of \$1"?**

**A:** Kentucky law governs the creation of state checkoff programs, stating that no assessment levied under the provisions of any single referendum shall exceed one dollar on each bovine animal marketed.

**Q: What does it take to pass the referendum and start the Kentucky Beef Checkoff program?**

**A:** Eligible producers, who own cattle in Kentucky, will vote in a referendum to determine if a state-level checkoff program is started. A majority of the beef producers must vote in the affirmative in order for the referendum to pass.

**Q: When and where will the referendum occur?**

**A:** Eligible producers may vote in a referendum by ballot at any Kentucky Cooperative Extension Office on **November 20, 2014** from 8:00 a.m. to 6:00 p.m. local time. Visit [www2.ca.uky.edu/county](http://www2.ca.uky.edu/county) for a listing of county office locations.

**Q: Who is eligible to vote in a referendum?**

- A: 1) Each person engaged in the production of bovine animals on a commercial basis, including the owners of farms on which bovine animals are produced, tenants and sharecroppers sharing in the proceeds of the sale of bovine animals shall be entitled to cast one (1) vote, provided the producer is eighteen (18) years of age or older.
- 2) Without limiting subsection (1) of this section, each person whose name regularly appears on checks issued in payment for the sale of bovine animals is eligible to cast one (1) vote regardless of the ownership of the farm upon which bovine animals were produced. No person who certifies to the county referendum agent that he is a producer of bovine animals shall be refused a ballot. Such person shall be required to furnish the county referendum agent with information specific enough for the commissioner to verify the person's voting eligibility before such ballot is counted in the referendum.

**Q: I can't travel to a Kentucky County Extension Service office, can I still vote?**

- A: Yes. Absentee voting is permitted. The absentee ballot request form shall be completed and sent to the Commissioner of Agriculture at least ten (10) days in advance of the referendum date. The request form can be obtained from any Kentucky Cooperative Extension Service office, the Kentucky Department of Agriculture, or the Kentucky Cattlemen's Association. Completed request forms should be sent to Steve Kelly, Kentucky Department of Agriculture, 105 Corporate Dr. Frankfort, KY 40601.

**Q: If I vote in person, should I go to the Kentucky Extension Service county office where my cattle are located or where I live?**

- A: Voters will be permitted to vote only in the county of their residence. This means voters with cattle in one (1) county and their residence in another county will be permitted to vote only in the county of their residence. A corporate producer will be permitted to vote only in the county where its principle place of business is located. Eligible voters who reside outside the Commonwealth will be permitted to vote only in the county where their farm is located; or, in the case of farms in two (2) or more counties eligible voters who reside outside the Commonwealth may choose one (1) of the counties for voting purposes.

**Q: Can I request a refund?**

- A: Yes. A producer who has paid an assessment to the Kentucky Beef Checkoff may obtain a refund of the amount paid by completing an application for refund within thirty (30) days from the date on which the said assessment is collected from the producer. The application must include proof of payment of the assessment

**Q: Who is exempt from paying the assessment?**

- A: A person who owns cattle for less than ten (10) days or who serves as a dealer or order buyer in the sales transaction may qualify as a "non-producer" and would not be subject to this assessment.

**Q: Is this a government program?**

- A: No. Kentucky law governs the creation of state-level commodity checkoff programs. However, once the program is approved through passage of a producer referendum, then the program is funded and managed by Kentucky beef producers. The Kentucky Board of Agriculture maintains oversight responsibility to ensure the integrity of the program.

**Q: Will the state government have control over the money collected?**

- A: No. According to the Kentucky law, these funds are held outside of the state treasury. This means the Kentucky Legislature, through the Kentucky Department of Agriculture and any other state governing entity has no jurisdiction over the funds collected through a state checkoff program.

**Q: If the Kentucky Beef Checkoff program is approved, when will collections begin?**

- A: If approved, collection of the assessment will begin April 1, 2015, and continue until the collections cease.

**Q: Who will collect and remit the assessment?**

- A: Each collection point is responsible to collect and remit the assessment. A collection point is any entity that makes payment to a producer for cattle purchased or facilitates transfer of ownership.

**Q: Will the state beef checkoff funds be spent on lobbying?**

- A: No. These funds are prohibited from being used for lobbying, government affairs or attempts to influence public policy.

**Q: Where can I get more information about the checkoff program and referendum?**

- A: For questions about the referendum process please contact Steve Kelly at the Kentucky Department of Agriculture at 502-573-0450. For questions about the checkoff program please call Dave Maples at the Kentucky Cattlemen's Association at 859-278-0899.

Remember to VOTE YES on November 20th, 2014