

Guidelines for Expenditures

The authority for expenditure of the \$1.00 Checkoff comes exclusively from the Beef Promotion and Research Act and Order of 1985 and does not derive from state law.

1. There is no authority and the Act and Order specifically prohibits expenditure of Checkoff dollars for the purpose of influencing governmental actions or lobbying.
2. There is no authority and the Order specifically prohibits funds from being expended on programs which include deceptive acts or practices with respect to the quality, value or use of any competing product.
3. There is no authority in the Act or Order to expend funds on projects which include brand or trade names of beef or beef products unless the Board and the Secretary of Agriculture specifically approve such expenditure.
4. There is no authority in the Act and Order which authorizes the expenditure of funds to be used to promote or research programs, methods, or technologies which primarily relate to live cattle production or marketing.
5. There is no authority in the Act and Order to expend funds to sponsor contests, cattle shows or sales, scholarships, awards or other cattle related activities which are not directly related to the marketing of beef or beef products.
6. There exists authority in the Act and Order to expend funds on activities, including paid advertising, to advance the image and desirability of beef and beef products as defined in the Act and Order, with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace.
7. There exists authority in the Act and Order to conduct studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and beef products, other related food science research and new product development.
8. There exists authority in the Act and Order which allows the expenditure of funds for activities that will compile and provide nutritional data and other information that will assist consumers and other persons in making evaluations and decisions regarding the purchasing, preparing and use of beef and beef products.
9. There exists authority in the Act and Order which allows the expenditure of funds for the development of information or conduct of programs that will lead to the development of new markets, marketing strategies, increased efficiency and activities to enhance the image of the cattle industry with respect to beef and beef products.
10. There exists authority in the Act and Order to expend funds for programs which provide factual information to consumers and the public relating to beef and beef product production practices and its effect on the environment, food safety issues and animal husbandry practices.
11. There exists authority in the Act and Order to expend funds to inform producers of activities conducted with Checkoff funds and to solicit information from producers relating to the establishment of program priorities and concerns.