



July 29, 2011

Cattlemen's Beef Board
9000 E. Nichols Ave., Suite 215
Centennial, CO 80112

Chairman Grau and Cattlemen's Beef Board Members;

The U.S. Cattlemen's Association (USCA) and National Farmers Union (NFU) have conferred with the Secretary of Agriculture, Tom Vilsack and have committed to holding industry-wide meetings on the beef checkoff and its future. We will be moving forward expeditiously and methodically to organize these meetings, which will include all national groups with cattle interests as well as the U.S. Department of Agriculture (USDA) and the Cattlemen's Beef Board (CBB). These inclusive discussions will allow the industry to come to a consensus on checkoff reforms as well as development of a blueprint for how the reforms agreed upon can be achieved, whether that's through policy changes or legislatively by amending the Beef Act and Order. As CBB members, you can help us make these industry-wide discussions much more efficient and effective and we write today with two simple requests.

We recognize that your meeting agenda in Orlando, Florida next week includes consideration of the proposed Roles and Responsibilities policy changes as well as a resolution that would amend the bylaws relative to the CBB nominating committee structure. The nominating committee resolution represents dramatic changes to current procedures as well as the CBB bylaws. Consideration of such is, in our opinion, premature given the impending industry-wide checkoff meetings. We believe that it would be prudent for the CBB to delay actions that would alter the CBB's current bylaws until after the industry-wide meetings are concluded. There is no harm in delaying action on this resolution. In fact, to do so sends a message to all checkoff investors that the CBB is willing to listen and allow broader input.

We also believe that, given the divisive issues of recent weeks and months, it is in the best interest of the overall industry that the proposed Roles and Responsibilities policy changes should be approved as an entire package rather than engaging in a piecemeal approach by amending the proposed document or setting aside certain sections of it for resolution at a later date. The CBB solicited comments from all industry organizations on the proposed Roles and Responsibilities changes. The CBB did a good job of listening to comments and applying those to the document. The outcome of a CBB vote on the entire block of proposed changes will help us determine the scope of the impending industry-wide discussions and what should be encompassed in those discussions.

We appreciate your consideration of our requests and we hope they help the CBB have a more productive meeting next week.

Respectfully,



Jon Wooster
President
U.S. Cattlemen's Association



Roger Johnson
President
National Farmers Union

cc: Tom Vilsack, Secretary, USDA
Ed Avalos, Under Secretary USDA
Craig Morris, Deputy Administrator, USDA/AMS
Craig Shackelford, USDA/AMS