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State beef checkoff vote set for Nov. 1

By Leilana McKindra

STILLWATER, Okla. – Oklahoma cattle producers will vote on a proposed state beef checkoff next month.

The vote will determine if Oklahoma will establish a producer-funded and managed, state-level promotion, marketing, research and education program for beef and beef products.

In-person voting will take place Nov. 1 at Oklahoma Cooperative Extension Service offices in all 77 counties.

Eligible producers may vote at any county Extension office, regardless of their residence or location of their cattle.

Producers also may request a mail-ballot between Oct. 2-20 from the Oklahoma Beef Checkoff Ballot Committee by calling 405-235-4391 or emailing okbeefcheckoff@gmail.com.

Mail-in ballots must be postmarked no later than Oct. 27.

Any beef producer, regardless of age, who would be required to under the referendum to pay the state assessment is eligible to vote.

If passed, the maximum state assessment will be \$1 per head at the change of ownership, and collection of the assessment will begin May 1, 2018.

The money will be used to increase funds for the core beef checkoff strategies of market development, promotion, research and consumer information; promote and defend beef and cattle production; and to aggressively promote and defend beef's importance in a healthy diet.

The state assessment is refundable.

For more information, contact the Canadian County Extension Office, or visit www.OklahomaBeefCheckoff.com and call the ballot committee.

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