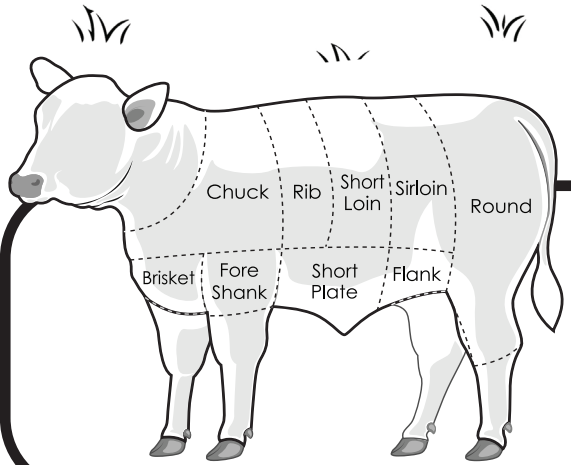
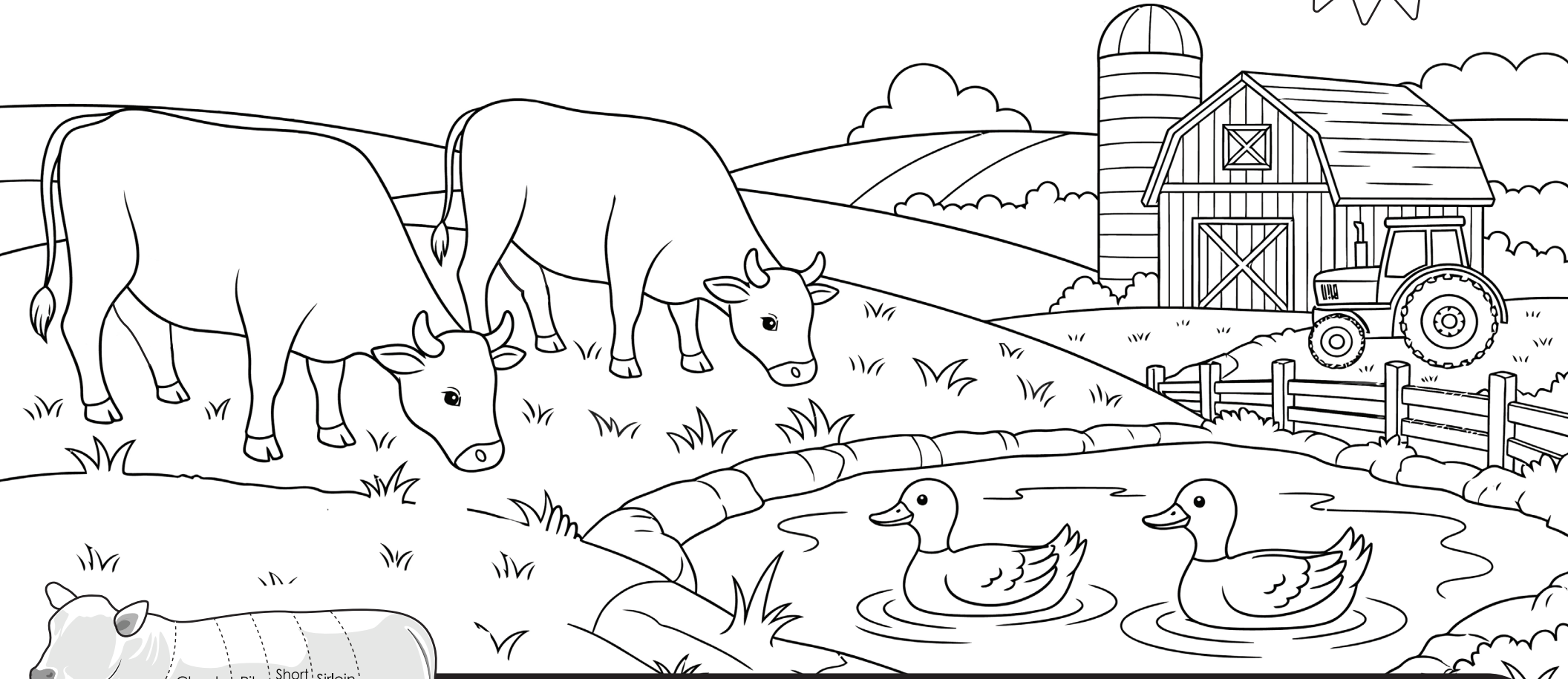
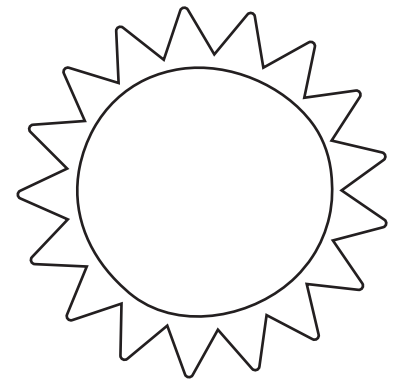


MAY BEEF MONTH COLORING CONTEST!



BEEF CHECKOFF

A \$1-per-head national Beef Checkoff fee is paid by the seller each time a beef or dairy animal is sold (both buyer and seller are responsible for ensuring the Checkoff is paid). The fee is sent to the Beef Council in the state where the animal is sold.

The State Beef Council can keep up to \$0.50 of the dollar to spend on state programs; the other \$0.50 goes to the Cattlemen's Beef Board to fund national programs related to promotion, education and research.

