



# NEWS from U.S. Senator Bob Dole

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## DOLE BEEF PROMOTION MEASURE GETS FINAL SENATE APPROVAL

WASHINGTON, D.C.—"The Beef Research and Information Act will assist cattlemen in continuing to provide adequate supplies of reasonably priced beef to consumers," Senator Bob Dole said today commenting on Senate approval -- by a vote of 65-27 -- of the report from a Joint Conference Committee on H.R. 7656.

The bill was originally introduced last year by Senators Dole and Herman Talmadge. It was supported by cattlemen throughout the nation who want to develop an active information system that could help educate consumers on the value of beef in the diet and the reasons beef prices fluctuate; to expand research to improve the supply and quality of beef and to expand overseas markets for American beef.

"The program will cost the taxpayer nothing," Dole pointed out. "It will be financed through check-off payments by producers as cattle are sold. Producers not wanting to participate may ask for a refund of the check-off amount. By law that amount cannot exceed one-half of one percent and the system provided for referendum voting registration and approval assures that a majority of producers support the program before it can be implemented."

The bill authorizes the Secretary of Agriculture to prepare a referendum for approval by producers. If it is approved, a Beef Board would be created to administer the program. The board would be composed of cattle producers from all states, in proportion to the cattle population of each state. The bill was supported by 81 agricultural and cattle producers' organization -- 43 Senators co-sponsored the legislation.