

MR. DAIRY & BEEF PRODUCER

Who Are You Going To Believe?

Some people and groups are known for building. Some people and groups are known for tearing down.

The Beeferendum group, over the past five years, has worked with every state Dairy and Beef group to BUILD a program that will help solve the industries pressing problems.

There are persons and groups that have NO PLAN or solutions but they are trying to tear down an honest working program with lies, distortions and half truths. For example they state the Beeferendum is a "TAX" but forget to mention any producer may request & receive a refund on request.

WHAT IS BEEFERENDUM?

IT IS NOT: A Government Program to be run by Washington

IT IS: A Program Administered by a beef board whose members are beef producers selected by other beef producers in their state. Cattlemen initiated the program, cattlemen will pay for the program and cattlemen will "FLAT OUT" run the program without government.

IT IS NOT: A Tax

IT IS: A self-help program financed by 20¢ per \$100 of the value you add to the animal. An average 40 cow dairyman would invest less than \$20 per year and that could be refunded on request.

IT IS NOT: A permanent order

IT IS: A program that as few as 10% of those voting can request a new referendum.

CONSIDER THIS

- People are beginning to eat less beef. Recent consumer data shows that beef demand is indeed slipping. Consumers are evidently believing the half truth & misleading statements made by food fad-dists over the past several years.
- This means smaller markets & lower returns for everyone who produces beef - including dairyman.
- We must promote the nutritional - 1-value of beef, 2-develop new markets, 3-support new product research & 4-combat beef substitutes.
- This can only be accomplished successfully by pulling our resources. Combining efforts of all beef producers can result in far more effective programs than any of us could afford individually. Other commodity producers have proved this.
- Eggs, apples and cotton have had success in similar referendums with no government interference and good producer acceptance of the benefits.

- Beef spend Less on Promotion or research than any other food product.

Are you a building person or are you a negative tearing down person? We encourage you to "Take Charge" VOTE "YES" on Beeferendum

QUESTIONS ON THE PLAN MAY BE DIRECTED TO THE FOLLOWING:

PENNA. BEEFERENDUM
717-789-3416

PENNA. CATTLEMEN
814-238-5888