

# BEEF



**BEEF CHECKOFF**  
forces Cattlemen  
to pay for own  
hanging rope!

**THEY SAY THE  
COLT PEACEMAKER  
SETTLED THE WEST.**



AND now the West is a lawless place where meat packers rig the markets, and the cattlemen's own money from the Beef Checkoff is used to provide cover.

Big meat packers control the National Cattlemen's Beef Association and the NCBA controls the Beef Checkoff.

If the NCBA gets its way, we will lose even more ranchers. We'll be importing our beef, and the few ranchers that are left will be like chicken farmers – contract farming serfs.

It's time for the USDA to do its job – protect the marketplace and end NCBA's control of the Beef Checkoff.

**FIGHTING FOR THE U.S. CATTLE PRODUCER!**



**R-CalfUSA.com**

**(406) 252-2516**

# OCM

**Organization for  
Competitive Markets**

**CompetitiveMarkets.com**

**JOIN THE FIGHT TO END THE MISUSE OF THE BEEF CHECKOFF AND HELP RESTORE FAIR MARKETS.  
BECOME A MEMBER OF R-CALF USA AND SUPPORT THE WORK OF OCM.**