

Friday Feb. 5<sup>th</sup>, 2021

Testimony to the House Ag Committee in opposition to HB 1487

Chair – Rep. Dennis Johnson

Good morning Chairman Johnson and members of the committee. My name is Jason Schmidt. I'm a 4<sup>th</sup> generation rancher from Kidder County ND and I stand in **strong opposition to HB 1487.**

We should not be taking away from a 6 yr. old in state, voluntary, Beef Checkoff program. In fact, I believe we should be adding to it. This is a **locally controlled** program with great North Dakota Beef producers deciding where it should be spent.

In North Dakota, we have nearly twice as many cattle as people and therefore it becomes even more important for us to not only advertise our healthy and safe, wholesome product but also to help combat all the misinformation out there as it tries to disparage our end product. Whether it comes from animal rights activists, an anti-meat message, an environmental impact angle or just an uninformed consumer, we need to be able to answer questions with factual information and research and the extra \$1 in state Beef Checkoff helps us accomplish just that!

We are currently in a large supply situation and the last thing we should do is advertise less. As Covid restrictions lighten up we need to be ready to gear up for the grilling season and promote our product even more because we have a great story to tell.

Please **vote NO on HB1487** and continue this easily refundable program that every Beef producer benefits from whether they pay it or not.

Thank you for your consideration.

# Why WE NEED A BEEF CHECKOFF

