

Testimony on HB 1487  
Opposing  
Jacy Hauge

Good Morning Representative Johnson and committee members. I am Jacy Hauge, and I am an upcoming young producer from Carson, ND.

I oppose House Bill 1487, as a young individual in the beef industry. I believe in the importance of the beef checkoff. The two dollars per head is invested into the promotion, research, education, and gives consumers information about beef and our industry.

Let me ask you an honest question, without the beef checkoff who is going to pick up the slack of beef producers in promoting our product to consumers? This is my fear as a young individual in agriculture. If we do not invest in our own product how can we expect consumers to do the same?

The overarching reason for the beef checkoff is to promote beef to consumers. The main target audience of this action is the 35-year-old mom in the grocery store that is deciding if she should put beef in her family's diet. If we do not have an organization designated to promoting a unified message for our product who is going to inform that mom of all the benefits of beef. Weather that be one serving of beef provides 10 essential nutrients, or you would have to eat 20

ounces of chicken to get the same amount of zinc that is provided in 3 oz. or a single serving of beef.

Not every producer sees these actions, to be honest with you I follow North Dakota Beef Commission on social media platforms, and I do not see their stuff daily. I understand the algorithms of social platforms. You see they know I will still buy beef at the grocery store. I am not an individual that is targeted because I am considered a die-hard beef fan. I still believe in the investment I make as a producer, because there are many individuals targeted in our state that are on the other side and do not see that value of beef in their diet. That is what we are investing in.

Looking ten years down the road, I want a promising future in the beef industry. If we decide to stop investing in our own product, how can we continue to gain consumer trust. There are many things our industry that can be scary, but not having a solid/transparent relationship with our consumers terrifies me the most. I believe in the future of our states beef industry, but we must continue the investment into our product. I encourage you all to vote no on HB1487.

I hope you all have a great Friday, thank you for the opportunity to provide testimony today. Remember to smile, eat some beef today and God bless.