

CONSUMER RELATIONS

CR 1 BRAND-LIKE ED BEEF INITIATIVE^[SJ1]S

WHEREAS, the beef industry ~~continues strives~~ to ~~lose maintain and strengthen its~~ market share ~~compared to other proteins including, to poultry, and pork products, and alternative proteins;~~ and,

~~WHEREAS, leading industry economists stress that beef must represent a better value to the consumer if it is to reverse the erosion in market share; and;~~

WHEREAS, it is a proven fact across industries throughout the world that branded products are more appealing than generic commodity products to the consumer;

THEREFORE, BE IT RESOLVED, the MCA supports and endorses ~~the Brand-like~~branded Initiative initiatives; and ~~strategies~~ to focus on developing industry practices, programs, and products to enhance economic signals from consumer to producer that ultimately add consumer value to our products and enhance profit opportunities for the whole industry. 1999/Amended 2007/2015

CR 2 MEAT INSPECTIONS AND FOOD SAFETY

WHEREAS, there is a continued need to assure that Michigan beef products meet quality and safety standards to ~~establish improve~~ consumer confidence and trust in cattlemen and to provide the most **safe and** wholesome product and,

WHEREAS, health and welfare of the public are top priorities for the beef industry,

BE IT RESOLVED, that the MCA supports:

- The Food Safety and Inspection Service of the USDA and Michigan Department of Agriculture and Rural Development (MDARD) Food and Dairy Division inspection programs to maintain the consistency of the meat inspection.
- The National Cattlemen's Beef Association (NCBA) for working with the USDA in maintaining and improving the federally funded meat inspection program in order to maintain the high level of food safety that the consumer deserves.
- Equal inspection regulations for all meats, imported and domestic, under a science--based Hazard Analysis and Critical Control Points System as the basis for meat inspection.
- The Beef Quality Assurance (BQA) Program to insure a safe and wholesome beef product.
- Working with MBIC to educate and provide accurate information to consumers about food safety and quality.
- USDA and MDARD providing sufficient funding for animal health monitoring programs and disease eradication programs for the livestock industries.
- Small processors as critical infrastructure to the beef supply chain, especially to supply safe products for direct marketing and their ability to obtain needed resources, education, and financial assistance opportunities. 1992/Amended 2007/2009/2011/2013/2017/2019.

CR 3 MICHIGAN BEEF INDUSTRY COMMISION FOR PROMOTION AND EDUCATION

WHEREAS, the Michigan Beef Industry Commission (MBIC) has effectively promoted beef through its varied consumer and producer education programs;

BE IT RESOLVED, that the MCA supports the current efforts of the MBIC, and the MCA urges partnering with MBIC to be continued for its consumer education, industry information, special projects, and beef promotion programs; and,

BE IT RESOLVED, that this effort should include working with the retail and foodservice outlets to better market and promote beef in these channels, and educating the consumer in the areas of beef nutrition, preparation and sustainability; and,

BE IT FURTHER RESOLVED, the MCA urges continued communication and working relationships with producers about the use of check-off dollars to ~~implement-provide~~efficient effective beef promotion within the industry. 1992/Amended 2007/2015

CR 4 INSTITUTIONAL USE OF RED MEAT

WHEREAS, we believe there is a great opportunity to develop more uses for beef through all non-commercial (institutional) foodservice programs; and,

WHEREAS, the MCA supports nutritional recommendations which encourage the use of red meat to contribute to a nutritionally sound diet for use in federal, state and/or food nutrition programs; and,

WHEREAS, beef ~~has~~plays an important role in a well-balanced diet as a component of a healthy lifestyle that includes consuming proper portion size and exercise,

BE IT RESOLVED, that the MCA will strive to promote the use of beef products, following current USDA nutritional guidelines, in federal and state funded programs. 2003/Amended 2005/2011/2017

CR 5 PUBLIC EDUCATION DEVELOPMENT AND COMMUNITY INVOLVEMENT

WHEREAS, effective communication to consumers and the local communities about issues facing the beef cattle industry is necessary; and,

WHEREAS, loss and segmentation of Michigan agricultural land through greater urbanization has increased the importance of educating our future generations on Generally Accepted Agricultural Management ~~practices~~Practices (GAAMPs) as defined by Right to Farm ~~Legislation~~legislation;

BE IT RESOLVED, that the MCA supports and encourages agricultural organizations to provide leadership in the development and implementation of agricultural education materials suitable for use in Michigan's schools; and,

BE IT RESOLVED, that MCA supports connecting consumers with beef producers and facilitate interaction and building consumers' trust with producers; and,

BE IT RESOLVED, MCA supports providing accurate information to consumers about beef production practices, including environmental sustainability and animal welfare; and

BE IT FURTHER RESOLVED, that the MCA supports a coalition with the MBIC, MDARD, Michigan State University (MSU), and Michigan Farm Bureau (MFB) to promote agricultural awareness. 1992/Amended 2007/2011/2013/2017

CR 6

MICHIGAN RECOMMENDED GUIDELINES FOR ANIMAL EXHIBITION

WHEREAS, the MCA stresses the importance of ~~generally~~Generally accepted~~Accepted~~
~~agriculture~~Agricultural production~~Management practices~~Practices (GAAMPs) and life skills development of youth and adults;

BE IT RESOLVED, the MCA encourages all livestock exhibitors and exhibitions adopt Michigan Recommended Animal Exhibition Guidelines for youth, 4-H extension personnel, and individuals directly involved with the livestock projects. These guidelines are to be consistent with the Animal Care Guidelines that were developed under the Right to Farm Act, and

BE IT FURTHER RESOLVED, the MCA encourages all adult and youth showing beef animals receive Beef Quality Assurance or Youth for the Quality Care of Animals (*YQCA*) training. 1997/Amended 2005/2011/2013/2015/2019

CR 7

ANIMAL CARE

WHEREAS, the MCA is committed to the promotion of livestock health and animal welfare, defined as the reasonable care of all animals, ~~i.e. good animal husbandry practices~~, and supports the NCBA's Animal Care Subcommittee in its efforts to monitor the activities of animal activist groups;

BE IT RESOLVED, that the MCA assumes a leadership role in promoting the welfare of animals, works with MSU, livestock markets and other farm organizations to continue the Beef Quality Assurance (BQA) program and educational programs directed toward the public regarding appropriate management of livestock and supports humane handling of farm animals; and,

BE IT FURTHER RESOLVED that MCA is opposed to:

- The mistreatment of animals.
- The concept of animal rights, defined as a position taken by those who believe that animals have legal and moral rights similar to humans.
- The expenditure of public funds to promote the concept of animal rights.
- Legislation, regulatory or ballot initiatives that would increase the restrictions on the raising, handling, feeding, housing, marketing or transportation of livestock. 1992/Amended 2007/2009/2013/2017/2019

CR 8

DAIRY AND VEAL LIAISON

WHEREAS, a portion of the beef produced in Michigan comes from the dairy and veal industries; and,

WHEREAS, the beef, dairy, and veal industries are an important part of the overall agricultural economy of Michigan and have much to gain by working together;

BE IT RESOLVED, ~~that~~ the MCA continues to work closely with the dairy and veal industries of Michigan to share ideas and resources for the benefit of agriculture and to promote a more unified legislative, policy development and industry promotion effort. 1990/Amended 2013

CR 9

NUTRITION LABELING

WHEREAS, the federal government has passed regulatory actions mandating nutrition labels on raw meat and poultry products; and,

WHEREAS, beef is a nutritious ~~product~~ and an important ~~ingredient~~ component in healthy diets; and,

WHEREAS, nutrition labeling of beef products, as regulated by USDA, could benefit both consumers and the beef industry,

THEREFORE BE IT RESOLVED, MCA supports nutrition labeling of meat, ~~and~~ poultry, and alternative protein products that includes important nutritive qualities of the product and distinguishes between the types and levels of fats, micronutrients and other nutritive properties so consumers can make informed decisions.

BE IT FURTHER RESOLVED, the MCA urges USDA and FDA to appropriately regulate and label alternative protein products. 2007/Amended 2009/2011/2013

CR 10

NUTRITION

WHEREAS, the MCA supports organizations such as the NCBA, American Medical Association, American Dietetic Association, and American Heart Association; and,

WHEREAS, a 3-oz serving of lean beef contributes less than 10 percent of calories to a 2,000-calorie diet, yet contains more than 10 percent of the Daily Value for Protein, Selenium, Vitamin B12, Zinc, Niacin, Vitamin B6, Phosphorus, Choline, Iron and Riboflavin,

BE IT RESOLVED, ~~that~~ the MCA urges continued communication about the positive nutritional value of beef in a balanced diet.

BE IT RESOLVED, the MCA encourages the USDA Nutritional Guidelines are set and updated using sound science and includes the promotion of red meat in the diet. 1992/Amended 2007/2011/2013/2017

CR11

NUTRITION EDUCATION

WHEREAS, beef contains ten essential nutrients that are part of a healthy diet; and,

WHEREAS, many consumers are not aware of the health benefits of eating beef;

BE IT RESOLVED, the MCA encourages nutrition education through secondary and post-secondary education including medical, health professionals and culinary institutions. -2017