

MARKETING

MKT 1 PACKING CAPACITY

WHEREAS, a significant number of Michigan beef cattle are harvested and processed out of the state of Michigan;

BE IT RESOLVED, MCA encourages and supports new and existing packing/processing plants to explore business opportunities in our state, cooperation of federal, state and local agencies, and state government to create an environment that is more conducive to business and industry, including the development of small processing plant opportunities. 1999/Amended 2007/2011/2019

MKT 2 PACKER CONCENTRATION

WHEREAS, the MCA recognizes that further packer concentration in the United States could potentially cause a problem with respect to competitive pricing; and,

WHEREAS, large operations are gaining vertical control of huge shares of the feedlot and packing industries;

BE IT RESOLVED, MCA is opposed to any further packer concentration; ~~and,~~

~~**BE IT RESOLVED**, MCA encourages the Department of Justice to explore and investigate further concentration and mergers in the packing industry; and,~~

BE IT FURTHER RESOLVED, MCA encourages strong enforcement of monopoly laws; however, we are opposed to the government overstepping their boundaries as it relates to dictating how cattlemen may or may not market their cattle. 1992/Amended 2007/2009/2011/2017

MKT 3 CHICAGO MERCANTILE EXCHANGE

WHEREAS, basis contracts and hedging are potential marketing tools, fed cattle contracts are 40,000 lbs; and

WHEREAS, predictable basis is essential for successful use of commodity futures markets anywhere in the country;

BE IT RESOLVED, MCA supports:

- Modifications to the live cattle futures contract that make use of cash settlement, payment based on uniform carcass evaluation, and conversion to a beef cutout price.
- An increase in fed cattle contracts to 48,000 lbs per contract.
- Regional packer delivery points for fed cattle contract settlement. 2003/Amended 2007

MKT 4 PRE-SALE VACCINATION PROGRAMS AND REPORTING

WHEREAS, feeder cattle health in Michigan is a priority, the MCA supports pre-sale vaccination and preconditioning programs being implemented by marketing organizations to further improve feeder cattle reputation and health;

BE IT RESOLVED, MCA encourages:

- Sales organizations to report to the prospective buyer any vaccination and preconditioning programs.
- Producers to utilize the MCA Stamp Verification Program 1997/Amended 2013/2017

MKT 5 ELECTRONIC IDENTIFICATION

WHEREAS, beef animals have multiple owners during their lifetime; and,

WHEREAS, animal identification is crucial to carcass data collection and disease control trace back (TB, FMD, BSE); and,

WHEREAS, the US beef industry could better position our products in the global marketplace with source verified animals/carcasses; and,

WHEREAS, it is important that meaningful and useful information be made available to the entire production and processing chain so that we may realize the full economic benefit of the electronic identification system;

BE IT RESOLVED, that the MCA supports:

- The development and use of a unified national mandatory electronic identification system.
- Further development and utilization of the electronic identification system by both producers and packers nationwide.
- Providing producer education as to the value and management capabilities of electronic identification.
- Working with Michigan Farm Bureau, MDARD and the packing industry to develop premium markets that utilize Michigan produced and identified cattle. 2002/Amended 2009/2011/2013/2015

MKT 6 CAPTIVE SUPPLY

WHEREAS, the beef industry has made progress in producing a more consistent product; and,

WHEREAS, value based pricing procedures link flow of information between beef packers and processors to cattle producers regarding product quality; and,

WHEREAS, the packer's ability to purchase or manage their supply more than fourteen days prior to delivery sustains an adequate supply of a consistent, quality product; and,

WHEREAS, it is important to have numerous risk management tools available to beef producers; and,

WHEREAS, forward pricing is a necessary option for many producers;

BE IT RESOLVED, the MCA opposes federal legislation/regulation that would eliminate packer ownership/control of livestock because the legislation would eliminate value based pricing, reduce risk management options and/or eliminates a significant number of buyers of cattle in the U.S. 2003/Amended 2011

~~**MKT 7** — **INSTRUMENT GRADING**~~

~~**WHEREAS**, consumers expect high quality and consistent beef products; and,~~

~~**WHEREAS**, the current USDA grading system relies upon individual subjective carcass evaluation; and~~

~~**WHEREAS**, technological advances have made it possible to use instrument grading;~~

~~**THEREFORE BE IT RESOLVED**, the MCA requests USDA to adopt the use of instrument grading technology, therefore improving the consistency of beef carcass grading. 2013~~

MKT 8 **CARCASS MATURITY EVALUATION**

WHEREAS physical characteristics currently used, such as bone calcification or dentition, are not always an accurate age indicator and carcasses are often discounted if deemed over 30 months.

BE IT RESOLVED, that MCA encourages more accurate methods to determine animal age. 2015/Amended 2019

MKT 9 **COUNTRY OF ORIGIN LABELING**

WHEREAS, there are serious concerns about the many adverse aspects of mandating Country-of-Origin Labeling including costs, tracking, verification, and compliance

BE IT RESOLVED, MCA does not support mandatory labeling but remains in support of Country-of-Origin Labeling that is voluntary and industry-driven. 2015/Amended 2017

MKT 10 **INTERNATIONAL TRADE**

WHEREAS, the MCA supports the continued research and development of open market opportunities in other countries for all agricultural products; and,

WHEREAS, mandating RFID tagging requirements enhances value with traceability, improved source verification, and increased market access;

BE IT RESOLVED, the MCA strongly urges the US Trade Representative to promote international trade agreements that provide equal market access for U.S. beef and are consistent with sound scientific food safety testing procedures.
1992/Amended 2007/2011/2015/2017