



# History of Beef Promotion in Illinois

## **1983**

The Illinois Beef Council (IBC) is established under the authority of the Illinois Beef Market Development Act which passed the state legislature and was enacted August 18, 1983. The IBC replaced the Illinois Beef Industry Council which was the first beef industry organization funded by voluntary producer contributions. The newly created fifty cents per head legislated state checkoff becomes the sole source of funding for the IBC.

## **1986**

Collections of the mandatory national \$1 beef checkoff begin October 1<sup>st</sup> after the federal Beef Promotion & Research Act is passed as part of the 1985 Farm Bill. Fifty cents of every dollar collected on Illinois cattle is sent to the Illinois Beef Council. Collections of the Illinois state checkoff are discontinued. The Illinois Beef Council becomes the official Qualified State Beef Council of Illinois. The first national advertising theme is “Beef. Real Food for Real People.”

## **1988**

A national referendum is held to let producers vote to continue the national \$1 checkoff. The referendum passes nationwide with a 79% favorable vote. Illinois cattle owners vote 83% favorable in this referendum.

## **1995**

During their annual meeting, the Illinois Beef Council and the Illinois Beef Association are consolidated into one organization named Illinois Beef Association, Inc whose Board of Governors has two separate divisions. The IBA Policy Division and its 14 directors representing various industry segments and local affiliates have authority over non-checkoff revenue and programs. The IBA Checkoff Division and its 14 directors representing beef producers in seven districts across Illinois have authority over all checkoff expenses and beef promotion programs. The consolidation focuses all of the industry’s resources – dues revenue, checkoff revenue, and volunteer and staff time around one strategic plan with priorities for the advancement of the state’s beef industry.

## **June 2014**

IBA members and Illinois beef industry stakeholders vote during IBA’s annual meeting to pursue reactivation of the Illinois Beef Checkoff. IBA commences a petition drive to collect 100 signatures calling for a referendum from each of seven districts across Illinois.

## **November 2014**

The Illinois Beef Association certifies completion of the petition drive with the Illinois Department of Agriculture and agrees upon a February 2015 12 day window for a statewide referendum which will offer all beef producers in Illinois an opportunity to cast a ballot.

## **February 2015**

Cattle owners in Illinois participate in a statewide referendum held February 16-27. Polling places include local FSA offices and the Illinois Beef Expo. Ballots are also accepted via mail.

## **March 2015**

The Illinois Department of Agriculture certifies an official vote result of 88% in favor of restarting the Illinois Beef Checkoff. The Illinois Beef Association announces collections of the 50 cent per head state checkoff will begin July 1, 2015.