



The Michigan Beef Industry Commission (MBIC) was formed by state legislation in 1972 to be the face and voice of the beef industry in Michigan. The commission builds consumer demand for beef by growing consumer trust and promoting beef's value. The commission is funded by beef producers through the beef checkoff.



WHAT

WHAT IS HAPPENING?


Producers serving on the Michigan Beef Industry Commission recently voted to re-start a state checkoff program on the sale of cattle in Michigan. Michigan is joining 18 other states with a state checkoff in addition to the federal \$1 per-head checkoff.



WHEN

WHEN DOES IT START?


The Michigan checkoff begins
January 1, 2024



WHY

WHY DO WE NEED A STATE CHECKOFF?

MBIC has operated for nearly 40 years on one half of the federal dollar-per-head checkoff revenue. The buying power of the dollar had decreased significantly over time. To effectively carry out MBIC's mission on behalf of cattle producers, an updated funding model is necessary.



RATE

WHAT IS THE RATE?

The Michigan checkoff is 10 cents for every \$100 of value on cattle raised in Michigan, capped at \$1 per head.
The Michigan checkoff will be collected along with the national \$1 per head checkoff.



VALUE

WHAT WILL THE MICHIGAN CHECKOFF DO FOR ME?

Working for all Michigan cattle producers, the state checkoff will enable MBIC to inspire trust, educate and remind consumers to choose beef by:

- Promoting beef in bigger, bolder ways using modern tactics.
- Teaching millennial families how to prepare and enjoy beef.
- Sharing accurate, local stories about beef production and sustainability.
- Creating opportunities for Michigan's beef producers.

WHERE CAN I LEARN MORE?

Visit the Michigan Beef Industry Commission website at www.MIBeef.org/MICheckoff
Give us a call at 517-347-0911 or send an email to info@MIBeef.org