



Beef Promotion Operating Committee

A Montana Perspective

Orientation for the Beef Promotion Operating Committee and the Cattlemen's Beef Board took place March 30-31 in Denver, CO. The purpose of this meeting is to go over expectations, goals, guidelines and fiduciary responsibilities. This board has a huge responsibility to the beef producers we serve and I promise there isn't a person on that board that doesn't take their responsibility seriously. One of the neatest things about this board is to sit down with 19 other producers from all parts of the country to talk and discuss the cattle business! Even with different climates, environments, and issues, the passion for the beef community is strong and united with everyone's goal being to grow beef demand. It's a pretty awesome table to sit at and I'm honored to represent Montana for a second year! I'm extremely grateful for this opportunity and look forward to the year ahead as we go through the process.

Orientation is necessary as we have responsibilities and we must thoroughly understand those. We spent a lot of time going through different scenarios in small groups, working through the Act & Order, contracts, authorization requests, procedures and responsibilities. I really enjoyed this way of going over the Operating Committee Handbook to get more familiar with all the guidelines.

Some may ask, "Why is this important?" And my response would be that we are the spokespeople for the checkoff and our beef community. When you are in a position of leadership it is your job to be the frontline spokespeople. It is our responsibility to be able to discuss program options and decisions as well as correct misinformation. My goal this year is for there to be more transparency for what happens on the Operating Committee, so I hope this helps shed some light on the Beef Checkoff. Feel free to contact me at any time with any questions you have or if you just want to visit about the checkoff. That's my job and I do take it seriously!

Email Kristin: ksondeno@cs.com

Kristin Larson

President, Montana Beef Council

Member of the 2016 Operating Committee



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