



March 13 Update

California Farmers Participate in National Farmers Union (NFU) Convention in Wichita, KS: California Farmers Union (FU) Vice President George Davis of Healdsburg and CFU and California Dairy Campaign Board Member Mark McAfee and Blaine McAfee of Fresno are traveling to Wichita, KS this weekend to participate in the NFU Annual Convention. Featured speakers at the NFU Convention include USDA Secretary Tom Vilsack, EPA Administrator Gina McCarthy, Temple Grandin, Colorado State University professor and animal welfare expert.

Beef Checkoff Update: *NFU Says Proposed Beef Checkoff MOU Fails to Make Any Meaningful Reforms:* WICHITA, Kan. (March 13, 2015) – NFU President Roger Johnson said that ongoing conversations about how to improve the beef checkoff have again failed to lead to greater producer comfort with how the checkoff is handled and strongly opposed the Beef Checkoff Enhancement Working Group (BCEWG) Memorandum of Understanding (MOU) on the checkoff that was agreed upon today. “Since the very beginning of this process several years ago, NFU has hoped that these ongoing discussions would lead to a beef checkoff program that was not controlled by a single policy organization and focused its resources primarily on research and promotion instead of lobbying,” said Johnson. “When it became clear that these changes would never happen, NFU withdrew from the process altogether.” “The MOU is honestly a waste of everyone’s time because it will fail to achieve the real reforms that need to be made,” said Johnson.

COOL Update: National Farmers Union (NFU) and a diverse coalition representing family farmers and ranchers and consumer and trade groups met with officials of the White House and the U.S. Trade Representative to urge the administration to stand strong to protect Country-of-Origin Labeling (COOL). “As we await the World Trade Organization (WTO) process, which can be lengthy, we urge the White House to remain committed to its support of COOL,” said Roger Johnson, president of National Farmers Union. “Ranchers are proud of the products they produce, and consumers overwhelmingly support COOL,” he noted. During the meeting, Johnson reminded the officials of a recent Auburn University study that clearly demonstrated that an economic downturn, not COOL, caused decreased demand for cattle imports into the U.S. “COOL did not cause the declines in livestock exports to the United States, which largely coincided with a substantial global economic downturn that sapped demand for more expensive meat products,” notes the study, authored by C. Robert Taylor, Ph.D, an Alfa Eminent Scholar and professor at Auburn University.

The State Water Resources Control Board will be holding public stakeholder meetings to discuss the fees for the Confined Animal Facility Operations (CAFO) program.*

Tulare County Thursday, March 26, 2015, 10:00 am – 12:30 pm, UC Cooperative Extension Tulare, 4437-B S. Laspina Street, Tulare, **Merced County Wednesday, April 1, 2015, 10:00 am – 12:30 pm**, UC Cooperative Extension Merced, 2145 Wardrobe Avenue, Merced, CA

Join us for our upcoming California Dairy Campaign (CDC) Board and Membership meeting scheduled to take place On Wednesday, March 25th at 4:00 p.m.

In our Turlock office located at 325 Mitchell Avenue

The meeting will begin at 4:00 p.m. on Wednesday, March 25 and dinner will be served. Invite your friends and neighbors to join us to hear the latest about our ongoing efforts to establish a federal milk marketing order for California, updates on trade, environmental, labor and all the other issues we are working on at the state and federal level. www.californiadairycampaign.com