

Steve Hanson, a cow-calf/feeding operator from Elsie, joined fellow members of the Beef Promotion Operating Committee (BPOC) in Denver as the group approved about \$40.3 million for the 2013 national checkoff plan of work.

The BPOC is a 20-member producer panel that decides how to allocate checkoff dollars, paid by U.S. beef producers and importers, to underwrite domestic and international beef demand-building programs.

Hanson is one of 10 BPOC members representing the Federation of State Beef Councils (FSBC), a division of the National Cattlemen's Beef Association. The other 10 BPOC members are chosen by the Cattlemen's Beef Board.

Hanson is a member of the national checkoff's advertising committee, a FSBC director representing Nebraska and a director on the board of the Nebraska Beef Council.

"This was my first experience on the BPOC in deciding the annual checkoff plan and budget," Hanson said.

"And this year happened to be one when we received more in proposals than we could fund. The committee is diverse so I can assure you there were many different ideas and lots of discussion late into the evening.

"In the end, I believe we were able to meet the funding challenge and approved the best program possible for our fellow beef producers," he said.