

AFF Purpose Statement: Promoting free market principles throughout the agricultural food chain.

Major Issues:

- We believe in the importance of **non-restrictive cattle ownership** to producing quality beef efficiently through beef **alliances, marketing agreements, contracts** and **branded beef** programs (vs. packer bans or producer/packer partnership bans.)
- We oppose the **protectionist mandatory COOL** legislation masquerading as a food safety measure, foisting tremendous cost on the entire beef chain for no real consumer benefit.
- We believe in the importance and win/win benefits from **free trade** as opposed to cutting off imports and triggering **trade wars** ending our export recovery.
- We believe in preserving all possible options for the beef industry to use in adapting to changing consumer demands worldwide, instead of allowing **limitations** by **government fiat** to be imposed on agriculture's **marketing methods, company structure, operation size, business diversification** and **coordination**. Why should agriculture be denied business tools other industries use?
- We see the danger to production agriculture threatened by **animal activist groups** imposing human values on the **housing, care and veterinary care** of production animals, e.g. **Humane Society of the U.S., Public Citizen, GRACE, Farm Sanctuary, PETA, PEW** and a host of others.
- We favor the beef **check-off** and its current legal structure as designed by cattlemen for cattlemen to fund innovative **new products and approaches, research** for nutrition and health defense, **issues management, promotion** and **advertising**.
- We oppose efforts by do-gooders to restrict **whether or not** cattlemen use new **genetic** or **scientific production tools** or **approved medications** and **feed additives** in order to utilize natural resources and animals in the most efficient and prudent manner.
- We oppose **legal** and **public relations** efforts to hobble or eliminate production agriculture by use of the **Endangered Species Act, National Environmental Protection Act** or other government rules or regulations.