



THE STOUFFER REPORT

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Senate District 21

Capitol Building, Room 332
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For the Week of:
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Missouri Beef Initiative Promotes State's High-Quality Product

“Beef, It’s What’s for Dinner.” Residents of rural Missouri know Missouri beef is of the highest quality. Missouri is the home to more than 67,000 beef producers and ranks second nationally in cow/calf production. However, as our beef is distributed throughout the rest of the United States and beyond, that distinction is lost in the vast international market of agricultural products. In an effort to distinguish and add value to Missouri’s high-quality beef, the Governor is working with industry leaders to establish a Missouri Beef brand.

Missouri beef is unquestionably a high-quality product. A high percentage of Certified Angus Beef comes from Missouri, and our state was the first in the nation to implement a statewide Quality System Assessment (QSA) program. The program verifies the source and age of beef, and helps market Missouri beef to foreign buyers, such as Japan. However, the beef industry often makes Missouri’s quality product anonymous. Cattle raised in Missouri are routinely sent to other states for processing, and from there they are sent on to other markets without an identity.

To make consumers aware they are buying quality Missouri beef, the Governor has organized a new group of representatives with backgrounds in beef marketing, promotion, distribution, retailing and production. The Working Group for Missouri Beef Initiative brings together members of the Missouri Restaurant Association, Missouri Beef Industry Council, Circle Angus Ranch, Missouri Cattlemen’s Association, University of Missouri Extension, Missouri Farm Bureau Federation, Missouri Department of Economic Development, Missouri Grocers Association and other groups. Members will study how Missouri can best capitalize on the high-quality beef produced in the state, the types of marketing relationships that might be needed, potential private-sector partners and the state’s role in promoting Missouri beef.

As the Governor has said, when people think of quality beef they should think of Missouri. This new initiative will ensure Missouri beef will get the recognition it deserves.

If you have questions or comments about this or any other issue, please call toll free (866) 768-3987 or by e-mail at bstouffer@senate.mo.gov.

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