

THE CALIFORNIA CATTLE COUNCIL

January 31, 2020

Cattle Council Announce Awards for Shovel Ready Projects

The Council supports a diverse set of projects immediately benefiting beef and dairy producers

The California Cattle Council (Council) has selected the following projects for funding following an initial call for proposals released in December. The selection process was competitive as the Council received numerous high-quality proposals.

Recognizing the need to work to support cattle producers immediately, the Council moved to fund a series of “shovel ready” projects outlined below. In addition, the Council approved two internal proposals. The first establishes a pilot program that seeks to offer support for grassroot projects in order to develop positive relationships between producers and local decision makers. The Council also approved funding for a series of educational workshops to assist producers in hardening their facilities to prevent unauthorized access and develop procedures to protect employees, livestock and personal property from animal rights organizations that threaten beef and dairy producers.

Future funding efforts will follow the adoption of the Council’s strategic plan. The strategic plan will serve as the organization’s roadmap to ensure projects, campaigns and advocacy efforts will advance the Council’s mission, target issues that are of critical importance to beef and dairy producers and provide effective and measurable results.

- **University of California Cooperative Extension – Benefits of Grazing to Reduce Fuel Loads**
Accurately calculate the amount of forage consumed by livestock on an annual basis, demonstrate how livestock grazing has been effective in slowing and preventing wildfire and how additional cattle grazing, particularly on public lands, will drastically reduce the speed and intensity of future fires.
\$18,400
- **UC Davis CLEAR Center & Dr. Frank Mitloehner**
The contribution seeks to support the efforts of the UC Davis CLEAR Center and Dr. Frank Mitloehner to develop an effective outreach tool for policy makers highlighting efficiencies employed by producers to reduce methane and the key role livestock play in facilitating the carbon cycle.
\$20,000
- **California Dairy Sustainability Summit – Dairy Cares**
Provide up to 50 scholarships for local and state regulatory officials, county or city employees and state legislators and their staff to attend the 2020 California Dairy Sustainability Summit.
\$25,000
- **Cattlemen’s Foundation – Legislative Dairy & Ranch Tours**
Coordinate and host up to four on-farm tours for members of the California legislature and the Governor’s Office to include briefings on water quality, fire and fuel load reduction and the role of beef and dairy in a nutritious diet.
\$6,000

- **Sonoma County Farm Bureau – North Coast Digital Billboard Campaign**
Display five different advertisements promoting California beef and dairy producers on a prominent digital billboard located on Highway 101 from March 22, 2020 through March 28, 2020.
\$10,000
- **Cattlemen’s Foundation – California Ag Day & Legislative Breakfast**
Host Dr. Donald Layman from the University of Illinois at Urbana-Champaign to deliver a message to over 20 legislators and members of the Governor’s staff on the role of beef and dairy in a nutritious diet and provide an accurate depiction on the production methods and nutrition qualities of plant-based products.
\$6,000
- **California Cattlemen’s Association – Water Quality Stakeholder Outreach**
Design and implement an outreach campaign targeting legislative and regulatory officials to highlight the role cattle have in protecting and improving water quality. The project will include the development of a series of fact sheets with input from leading academic experts and series of short videos that can be circulated on social media.
\$8,500 *Billed only at cost recovery
- **California Cattlemen’s Association – 2020 Feeder Council Annual Meeting**
Host Dr. Donald Laymen from the University of Illinois at Urbana-Champaign to deliver a keynote message at the 2020 Feeder Council Annual Meeting that brings together over 100 industry leaders to discuss issues important to California cattle feeders. Dr. Laymen is a leading figure on the benefits of animal protein in a nutritious diet and will provide an accurate depiction of the nutritional qualities of plant-based products.
\$3,000
- **Imagine U Children’s Museum – Cattle Country Exhibit**
Provide the final contribution necessary to complete the Cattle Country Exhibit which provides children a view in the day in the life of a rancher. 77,000 parents and children travel through the Imagine U Children’s Museum on an annual basis.
\$15,000
- **California Foundation for Agriculture in the Classroom – Curriculum for California Educators**
Prepare and circulate 250 resource boxes to California educators to provide information on the benefits of California’s cattle industry and the role of beef and dairy in a nutritious diet. Boxes will be provided to and delivered by the California Cattlewomen.
\$6,985.71