

We Care For The Country

Ag Policy Watch



MONTANA FARM BUREAU FEDERATION

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Montana Meats Marketing Act Proposal

Purpose:

- 1) Add value to Montana's livestock industry.
- 2) Create a positive market based initiative
- 3) Promote growth in Montana's feeding and processing industries.

Proposal:

The Montana Meats Marketing Act would add language to Montana statutes allowing Montana retail outlets to label meat products born, raised, fed and processed in Montana with a distinctive label. This label could be widely promoted and advertised. Money under the "Made in Montana" program could be utilized to create a marketing program for the "Montana Meats" label or separate labels for "Montana Beef", "Montana Lamb", "Montana Pork", ect.

Requirements:

- 1) Possibly one FTE for the Dept. of Livestock to certify and monitor the program.
- 2) Rules defining Montana born, raised, fed and processed. The simpler the better. Certification papers signed by the owner of the animal and the processor. Put in a fine for falsifying the document.
- 3) An appropriation from the Made in Montana account to fund promotion.

Results:

This could be a win-win situation for retailers and Montana agriculture.

- It's consumer friendly and promotes Montana meat as a safe and high quality product from any meat counter that chooses to participate.
- It promotes a feeding industry tailored to the needs of processors and will promote jobs in the meat processing industry.
- The program could start with a contest to develop a label and then follow up with an advertising campaign such as: "Montana Beef, you know where it comes from."

FORTY-TWO LARGEST MEAT COMPANIES

Company	Sales For 2002	No. of Plants	No. of Employees	No. of Subsidiaries
Tyson Foods	\$24 Billion	128	124,000	17
ConAgra Foods	\$21.7 Billion	82	N/A	4
Cargill/Excell	\$12.0 Billion	21	20,000	5
Smithfield Foods	\$7.4 Billion	9	30,000	12
Farmland Foods	\$4.7 Billion	5	N/A	2
Sara Lee Meats	\$4.1 Billion	N/A	N/A	5
Hormel Foods	\$4.1 Billion	20	15,600	4
Oscar Mayer	\$3.6 Billion	7	8,000	0
Perdue Farms	\$2.7 Billion	19	20,000	0
Pilgrim's Pride	\$2.2 Billion	24	24,500	18
OSI Group	\$2.1 Billion	40	N/A	N/A
Maple Leaf	\$2.0 Billion	N/A	N/A	N/A
Keystone Foods	\$2.0 Billion	18	N/A	N/A
Gold Kist	\$1.8 Billion	12	18,000	1
Golden States Foods	\$1.8 Billion	7	2,000	2
Foster Farms	\$1.2 Billion	N/A	11,000	N/A
Wayne Farms	\$880 Million	8	9,000	1
House of Raeford	\$850 Million	7	N/A	0
Olymel	\$845 Million	17	8,000	0
Rosen's Diversified	\$800 Million	3	2,200	0
Seaboard Corp	\$772 Million	1	5,574	0
Colorado Boxed Beef	\$740 Million	1	425	0
Greater Omaha Pack	\$725 Million	1	675	0
Sanderson Farms	\$706 million	7	7,727	0
PSF	\$675 Million	2	4,200	1
American Foods	\$650 Million	4	1,500	4
Sysco	\$613 Million	10	1,150	6
Koch Foods	\$600 million	5	4,000	0
Wolverine Pack	\$574 Million	3	250	0
Mountarie Farms	\$569 Million	3	4,600	0