

*Fighting for the U.S. Cattle Producer!*



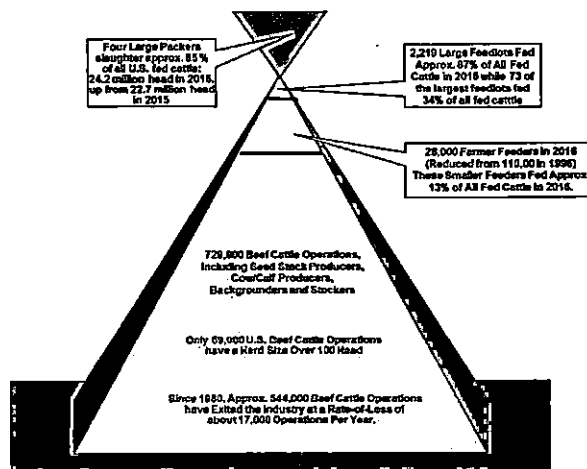
**R-CALF**  
*USA*

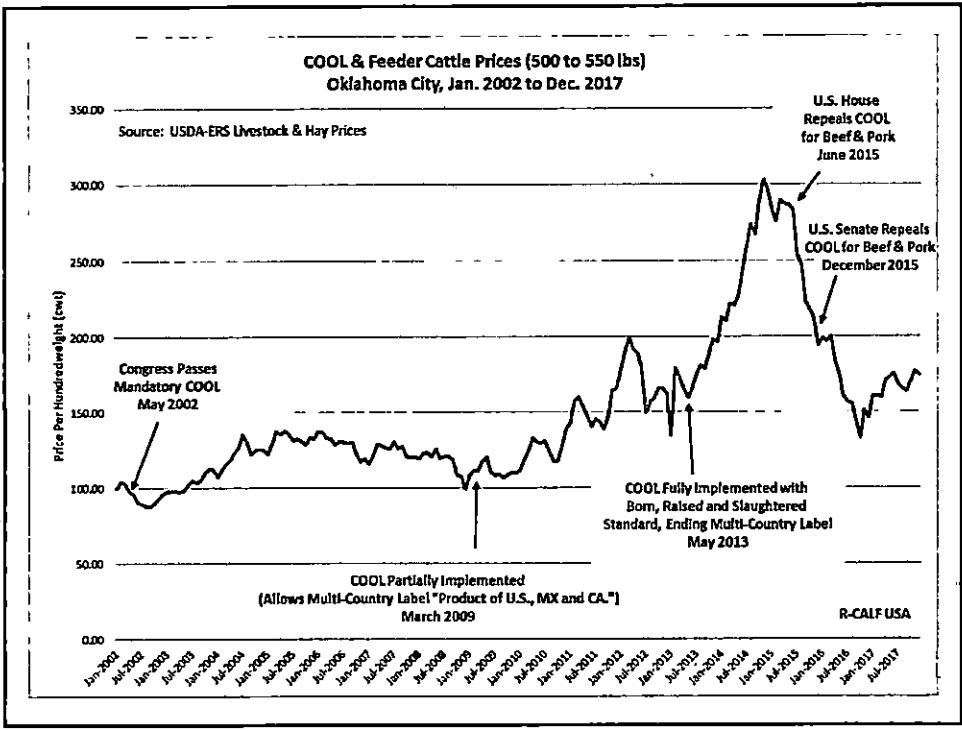
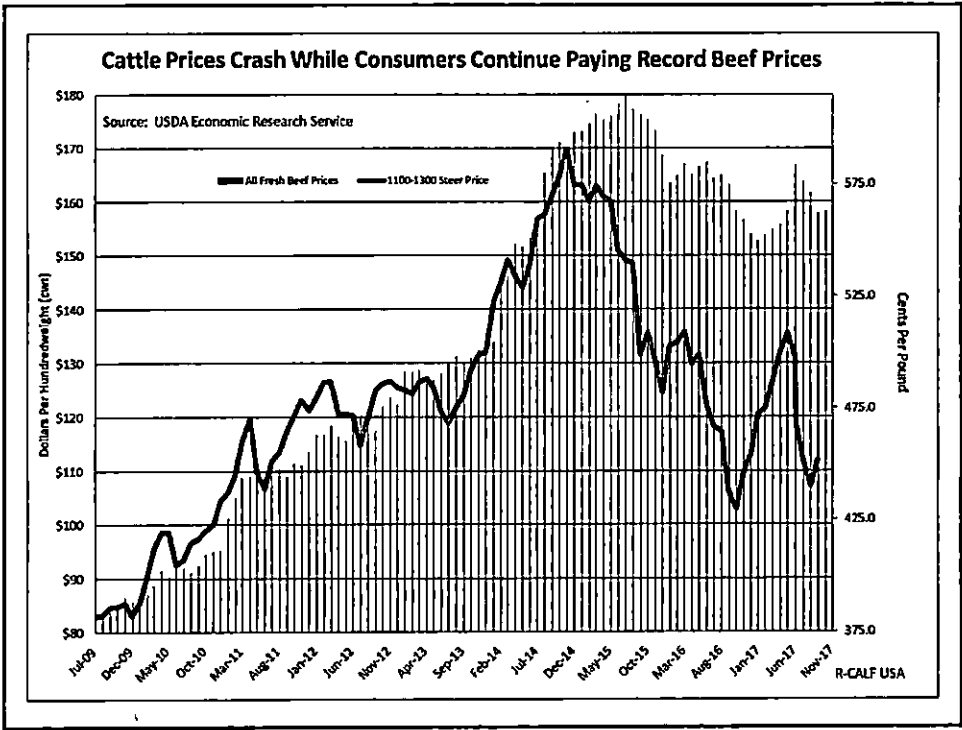
**Slides in Support of HB18 1043**

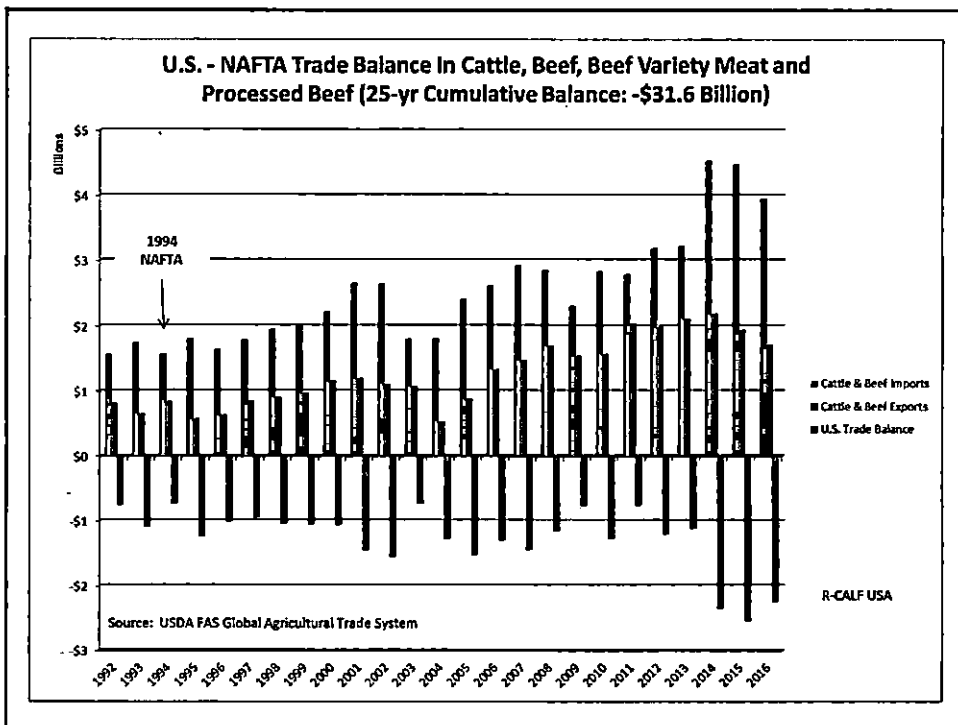
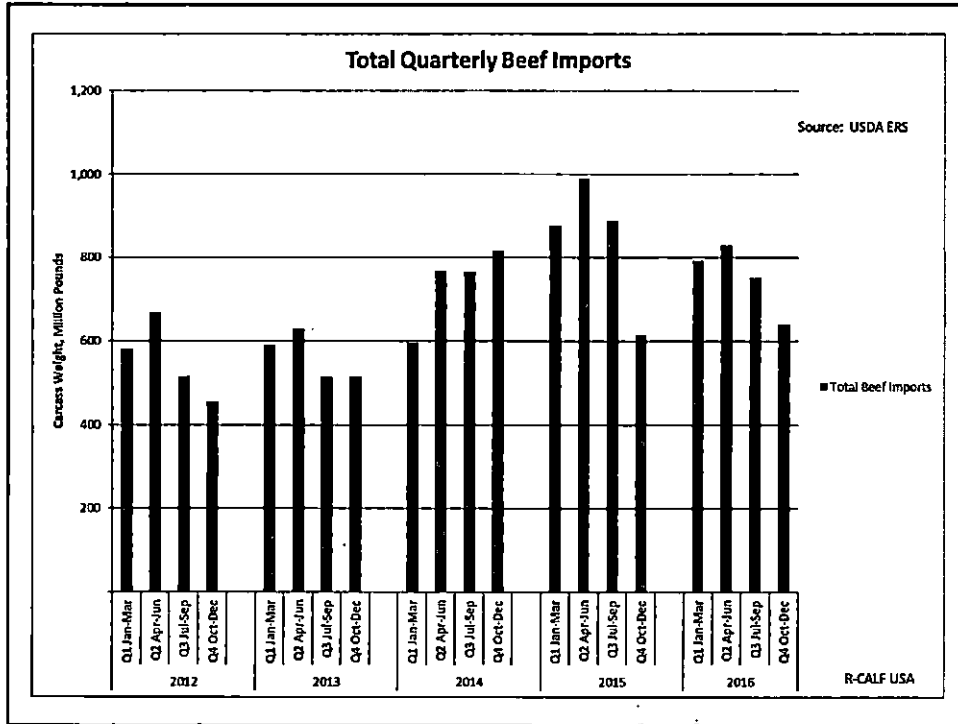
**The Beef Country Of Origin  
Recognition System (COORS)**

**Bill Bullard, CEO, R-CALF USA  
January 29, 2018**

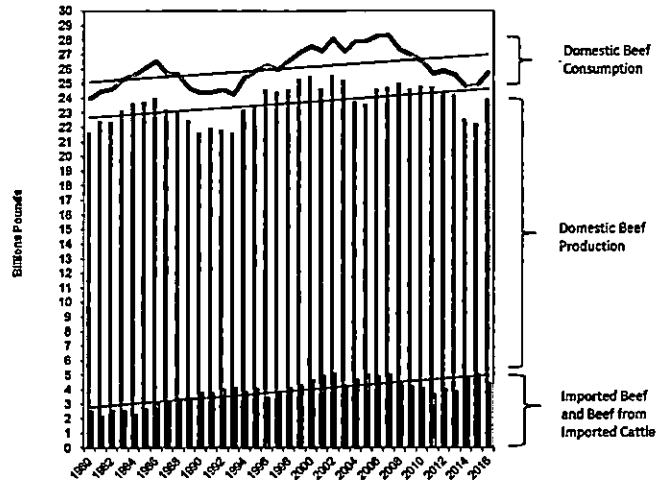
## Today's U.S. Cattle Industry







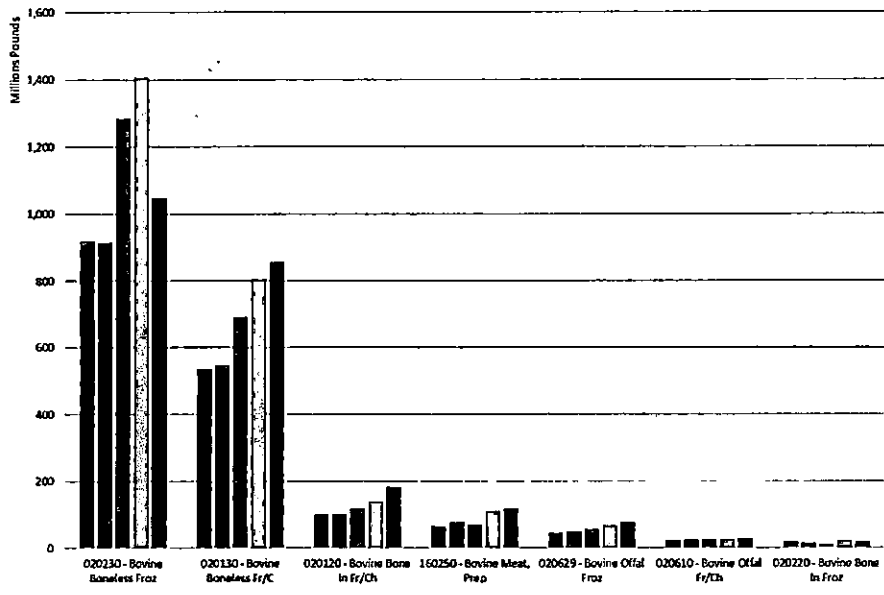
### Imports Doubled Since 80s And Are Now 20% of Production



Source: USDA-FAS; USDA-ERS

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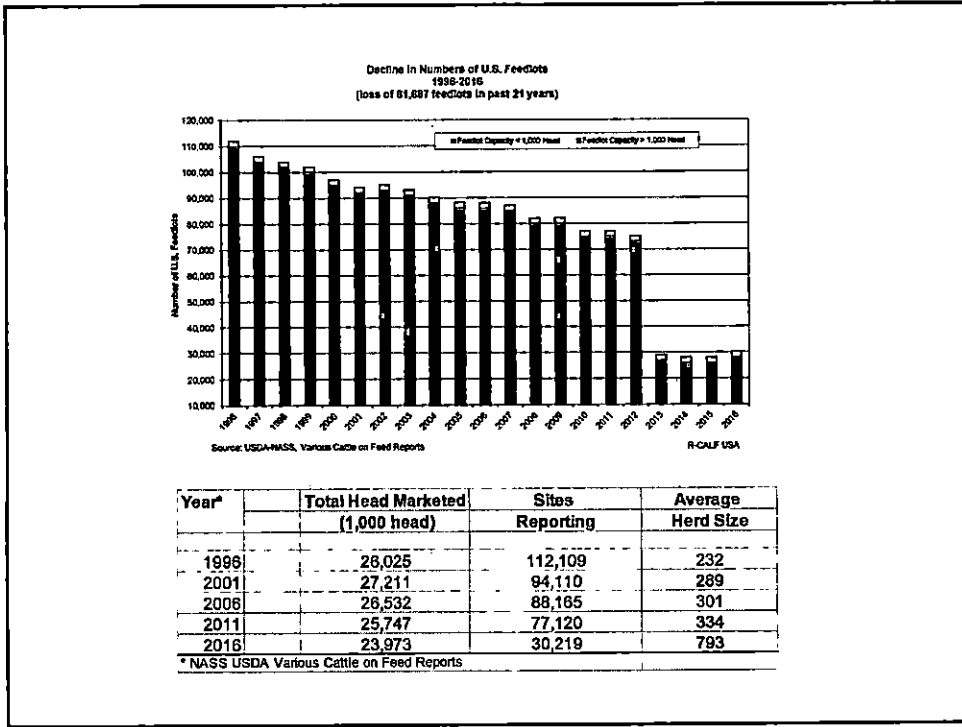
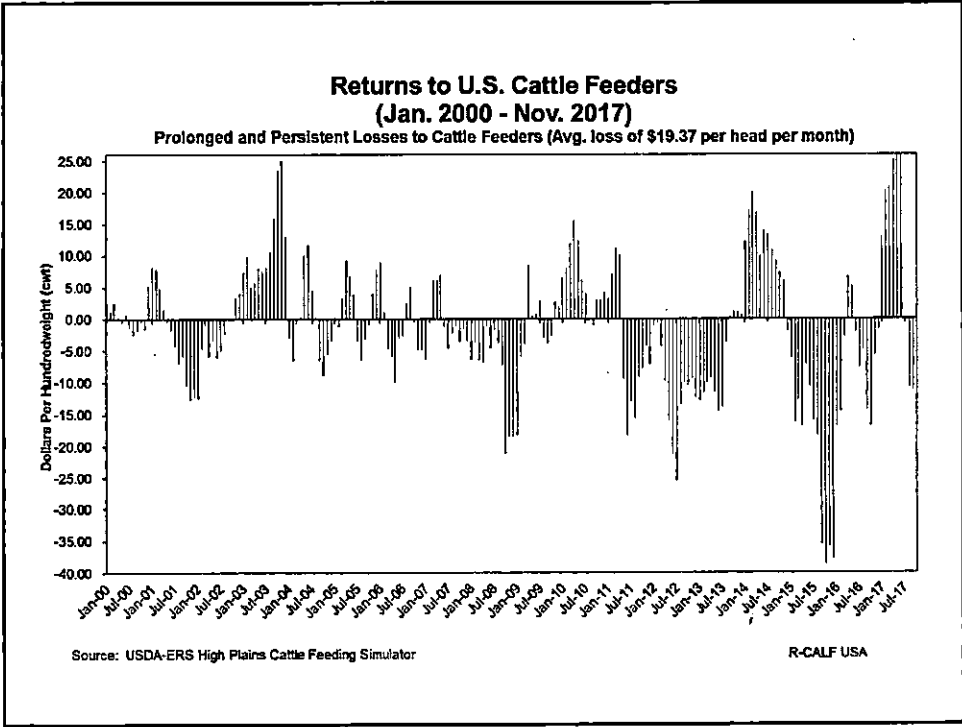
### U.S. Import Mix - Top 7 Products



Source: USDA FAS Global Agricultural Trade System

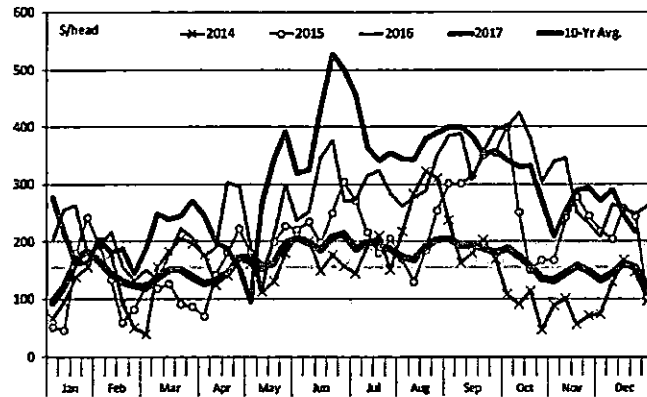
■ 2012 ■ 2013 ■ 2014 □ 2015 ■ 2016

R-CALF USA

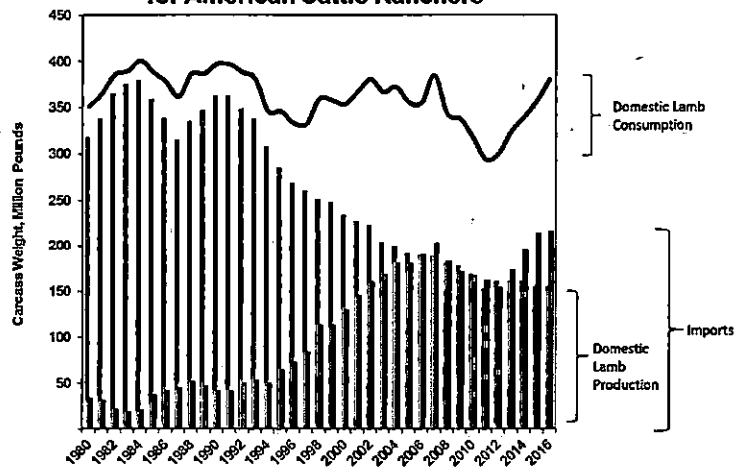


# Record Packer Margins

**BEEF PACKER CALCULATED GROSS MARGIN, \$/head**  
 Calculated using the Comprehensive Cutout, Drop Credit and Negotiated Fed Cattle Prices



## U.S. Sheep Industry Portends the Future for American Cattle Ranchers



Source: USDA-ERS

R-CALF USA