

April 2, 2017

Representative Lewis
Members of the House Agriculture, Livestock, and Natural Resources Committee
Colorado State Capitol
Denver, CO
Re: HB17-1234, Beef Country of Origin Retail Placard

Dear Representative Lewis and Members of the Committee,

I am requesting that this letter be considered as testimony on HB1234 and be read aloud and incorporated into the record at the April 3, 2017 hearing.

I am testifying in favor of HB1234 and hope that the members of the committee will support the bill and move it forward to the Appropriations Committee and hopefully the floor of the House. I am a former state representative, and had the honor of serving as Chairman of the House Agriculture and Natural Resources Committee for five of my six years. The Ag committee has always been committed to the welfare of the rural and agricultural citizens of the state and I am sure this year is no exception. This bill would help not only our livestock sector, but also the consumers of beef products in Colorado.

My husband, Greg Peterson, and I are small cow/calf producers in Gunnison. We also direct market our grass-fed beef products to customers at several retail outlets. We have been selling our beef directly to customers for approximately ten years now, and demand for locally raised, Colorado beef continues to be strong. What the consumers really want to know when they come into my store is WHERE is the beef coming from and how has it been raised? They want US raised beef, and they believe that US raised beef is of higher quality. In fact, when my processor mistakenly labeled some of my beef as a product of the US, Canada, or Mexico, I was unable to sell it and had to have the labels changed due to the fact that my customers wouldn't purchase it.

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