

Noe Land & Cattle Company  
1255 County Road E  
La Junta, CO 81050  
719.383.9706

Representative Arndt,

April 3, 2017

Regarding: HB 17-1235 Beef Country of Origin Retail Placard

We are writing today to ask you to vote "yes" on HB 17-1234, Beef Country of Origin Retail Placard. We are 5th generation cattle ranchers (raising the 6th generation) and love what we do. Our cattle graze on our family ranch in the canyon lands of southeastern Colorado and our children enjoy being involved in every aspect of our cow/calf operation. Our daughter Mazie has even started her own business, Cozy Coup Eggs, selling organic, free-range chicken eggs to family and neighbors. While the ranching lifestyle can be hard at times, we wouldn't choose to do anything else. After graduating from college, we wanted to return to our roots and continue our families' ranching legacies. We enjoy working to raise quality, grass-fed beef cattle and continually strive to improve our ranch and herd.

HB 17-1234 is a bill we support wholeheartedly. As cow/calf producers we work hard to provide the best care for our cattle and that's why we eat only our beef. This bill would give all Coloradans the choice to buy beef raised by ranchers like us. It is wonderful in the U.S. that we can know where almost every product we buy comes from, but unfortunate that big meat packing corporations, and those who support them, don't want to provide that information to consumers when it comes to beef. HB 17-1234 can change that and will benefit Colorado consumers as well as every American ranching family, from the cow/calf producer like us, to the stocker who buys our calves and feeds them before selling to the packer.

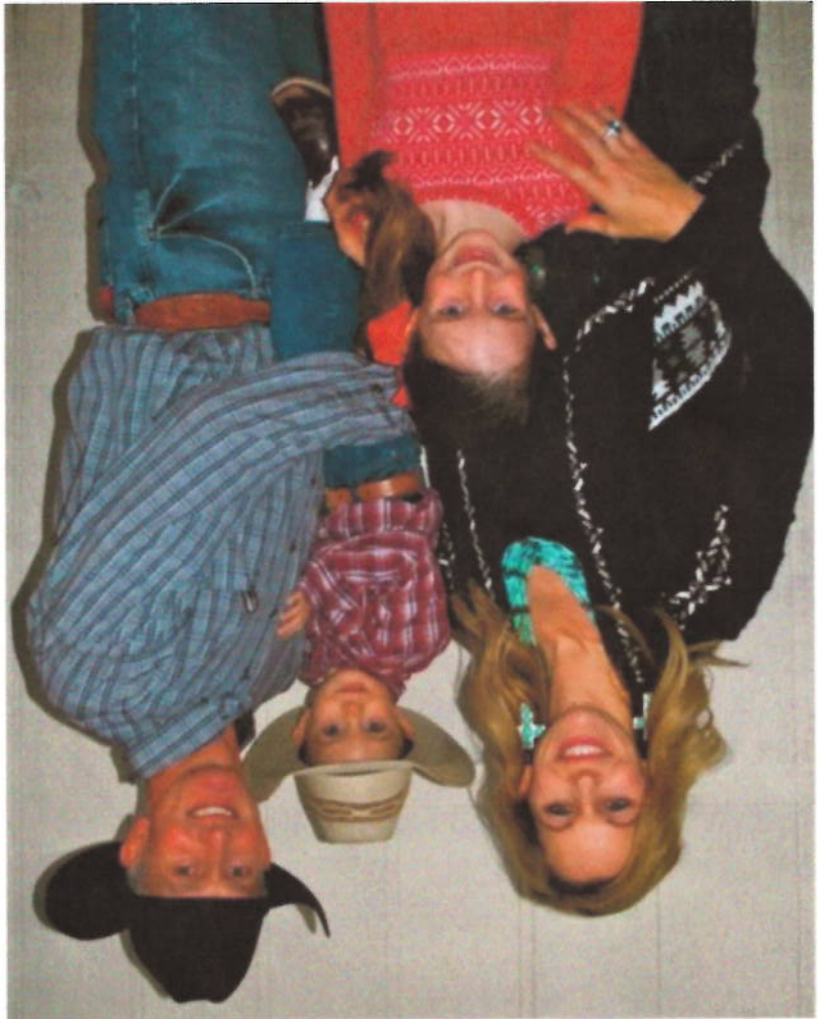
We've had some tight years recently as cattle prices have dropped dramatically and our expenses continue to increase, but that doesn't mean we take any shortcuts in the raising of our cattle. HB 17-1234 would allow the live cattle market to be a truly fair market with consumers influencing demand and prices, not the four meat packing corporations. All Coloradans should have the right to know where their beef comes from whether they shop at Walmart or Whole Foods, and the choice to buy USA beef or imported beef at prices reflective of quality. Therefore, we respectfully ask you to support freedom of choice for Coloradans and fair markets for American ranchers.

Sincerely,

Kirk, Elisabeth, Mazie and Wyatt Noe

This family supports HB 17-1235 Beef Country of Origin Retail Placard

Elisabeth, Mazie, Wyatt and Kirk Noe



## **RETIRED G.M. NATIONAL WESTERN SUPPORTS CONSUMER BILL**



**Charles Walter Sylvester Jr.**

P.O. Box 155 La Salle, CO 80645 (970) 284-6874 [Farm\\_Cowboy@msn.com](mailto:Farm_Cowboy@msn.com)

Dear Colorado House Agriculture Committee,  
Rep. Jeni James Arndt, Chair and Rep. Diane Mitsch Bush, Vice Chair,

Regarding: **HB 17-1234 Beef Country of Origin Retail Placard**

April 3, 2017

Please consider this testimony as my support of HB 17-1234, Beef Country of Origin Retail Placard. Beef products should not be sold as a homogeneous product. Classification of beef as something that's all in one the same is a huge disservice to Consumers!

There are some differences in cuts of meat: a) Location of the cut on the carcass. b) Breed of cattle the carcass results from. c) Age of animal d) Conditions of the animal – what it's been fed, health care etc. e) Delicious meat comes from younger, easy fleshing animals that have been fed well and with proper time withdrawal from such as necessary medicines and feed additives.

Though there are these many differences, the continuity lays in the fact that all beef provides nutrients essential to maintaining diet balance in humans.

Think of these differences this way: Automobile choices. There's nothing wrong with say, economy cars like a Chevy, Ford or Kia. You can drive them to get you from point A to Z just fine.

But, if you want a heavy, cushy, comfortable luxury car, which will also get you from point A to Z, you have that choice. You can spend more money and perhaps buy a Lincoln, Cadillac or whatever.

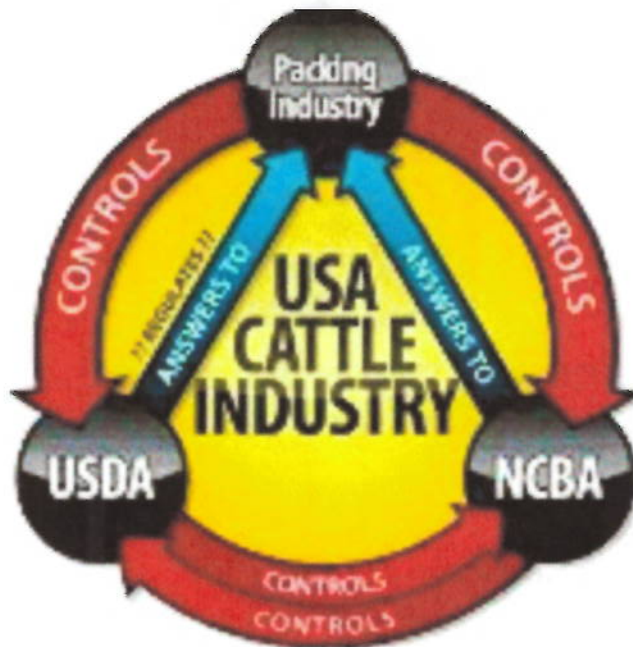
Point being, "You, the Consumer, have a choice."

An explanation of lesser quality in recent times is the Volkswagen. The company paid millions in claims based on breakdowns etc. due to a "faulty part." Because it had a label, trace back was easy. Beef, like automobiles, needs to be sold "accurately identified."

HB 17-1234 will give you the choice of buying imported beef that may have "faulty parts," or safe, consistently tender and delicious Born and Raised in the U.S.A. beef!

Lastly, on a personal note: For years, I've been surprised and disappointed to hear individuals who claim to represent cattlemen, instead, block and testify against every consumer, property and water rights bill that would lawfully protect the valid existing rights of both Cattlemen and Consumers. .

Eleven years ago, I developed this diagram of the U.S. Cattle Industry. Since then, I've waited for someone to get in my face and shout, "You're WRONG!" That's never happen. Therefore, I will stake the claim - - "Time has proven it to be accurate."



I appreciate and thank Representative Kimmi Lewis and Senator Vicki Marble, for looking out for the Consumer by stepping forward with HB 17-1234.  
**Your vote YES will give Consumers a choice.**

Thank you,

Charles W. Sylvester, Jr.  
Weld County, Colorado  
Retired General Manager National Western Stock Show

Co-Founder Good Neighbor Law and Land And Water USA



Land And Water USA

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Dear Colorado House Agriculture Committee,  
Rep. Jeni James Arndt, Chair - Rep. Diane Mitsch Bush, Vice Chair  
Rep. Jon Becker, Rep. Perry Buck, Rep. Jessie Danielson, Rep. Daneya Esgar, Rep. Chris Hansen, Rep. Steve Lebsack Rep. Hugh McKean, Rep. Lori Saine, Rep. Donald Valdez, Rep. Yeulin Willett

Regarding: HB 17-1234 Beef Country of Origin Retail Placard

Please consider this our wholehearted support for HB 17-1234.

We appreciate and thank Senator Vicki Marble and Representative Kimmi Lewis, for sponsoring a bill that wholly considers the Consumer.

In short, it will provide essential information and food safety to Colorado Consumers!

Our research has borne out the fact that Consumers have become more educated about their food choices. Their appetite for safe, nutritious delicious food equals their appetite for knowledge about it.

Here are some reports:

2007: Consumer Reports poll revealed "92 percent of Americans want to know where their food comes from and, in fact, the COOL regulations, as originally conceived, were to apply to **meat**, fruits, vegetables and peanuts. But legislative battles and political wrangling derailed full implementation of COOL.

For example, groups like the National Farmers Union—a coalition of family farmers and ranchers—fought for COOL labeling, believing Americans would support locally grown and raised products. But alliances of food processors and meat packers, such as the American Meat Institute and National Cattlemen's Beef Association (NCBA) balked at the burden and expense of complying with such compulsory labeling."

To our knowledge, since its passing in 2002, COOL was never fully implemented, for NCBA was successful in keeping this critical information from Consumers.

2014: "People overwhelmingly tell Consumer Reports they *want* to know where their food comes from in national [survey](#) after [survey](#) after [survey](#)."

Consumers will be able to look over the meat, and see right up front exactly where the beef comes from. This is a service we believe retailers will be happy to provide their customers.

Passing HB 17-1234 will ensure Colorado Consumers an informed choice.

We respectfully ask members of the Agriculture House Committee to please vote "Yes" on HB 17-1234 Beef Country of Origin Retail Placard.

Thank you,

Roni Bell Sylvester

Co-Founder Land And Water USA

### Diagram of the U.S. Cattle Industry



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