



Operational Guidance for Reporting of Branded Product

Issue: Reporting of branded beef cuts. Some packing plants have branded beef programs. These branded products are produced and marketed under a corporate trademark, or under one of USDA's Certified Beef programs. There are some branded beef programs where additional charges for licensing fees or commission fees are assessed the packer by the branded program, while other similar programs do not have such fees.

Livestock, Poultry and Grain Market News (LPGMN) Position: Since some branded beef programs charge licensing or commission fees to the packer while other similar programs do not, branded beef sales information would be reported more consistently if packers under Livestock Mandatory Reporting (LMR) did not include any licensing or commission fees associated with the production and marketing of branding beef product in the F.O.B. sales prices submitted to AMS.

LPGMN Guidance: Beef plants under LMR participating in any of the branded beef programs, where licensing fees or commission fees are assessed the packer, should not include such fees in the F.O.B. sales price information submitted to AMS.

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Approved by _____

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