

MINUTES OF THE MEETING  
AGRICULTURE, LIVESTOCK & IRRIGATION COMMITTEE  
50TH LEGISLATIVE SESSION  
HOUSE OF REPRESENTATIVES

January 28, 1987

Rep. Duane W . Compton, Chairman, called the meeting to order on January 28, 1987 at 1:00 p.m. in room 317 of the Capitol, Helena, Montana.

ROLL CALL

All members were present although several representatives were excused for a short time to attend other meetings as sponsors of bills. Tom Gomez, researcher, was present.

BILLS TO BE HEARD WERE HB 360.

Mr. Les Graham, Director, and Shirley Clark, who does the paper work in the brand division of the Department of Livestock, presented a film produced by the National Livestock and Meat Board Beef Council advertisements promoting beef. The committee members thought the film and radio ads were quite enjoyable and should catch the attention of prospective beef eaters. These short ads on TV and the radio are the result of the \$1.00 per head checkoff collected when cattle change ownership.

Mr. Graham explained the Department of Livestock is only involved in this project because they collect the \$1 per head checkoff. The film ads were taped about two weeks ago. The film belongs to the National Livestock and Meat Board. The National Cattlemen's Association thinks that overall reaction to the ads has been pretty good. Out of the \$1.00 collected 50 cents must be sent to the national and the other 50 cents can be kept by the local beef council, but the Montana Beef Council is sending 90 cents to the National Council and is keeping only 10 cents. The Council feels it is not really feasible to spend a great deal in Montana because of the sparse population. There can be no more than 5 cents used for administrative fees. They can't establish a private bureaucracy. The Cattlemens' Board is monitoring that very closely. Mr. Graham hoped they continue to do that.

HOUSE BILL 360

Rep. Gene DeMars, District 29, sponsor of HB 360 at the request of the Department of Agriculture, explained this

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bill would change the name of the Montana Wheat Research and Marketing Committee to the Montana Wheat and Barley Committee, amends several sections of MCA law, and provides an immediate effective date. When the Wheat Research and Marketing Committee was passed by the legislature, it was only for the research and marketing of wheat. Barley research was added, but the Committee name was not changed. This was easily explained to people in the U.S., but foreign nations were confused when they talked about barley, and the Committee name did not include the word 'barley'. "Montana Wheat and Barley Committee" is short and to the point. A change in name is not a change in responsibility.

PROPOSERS

Keith Kelly, Director of the Department of Agriculture, supports HB 360. See Exhibit #1. Fairly significant amounts of money have been received and the name should reflect that barley producers have contributed a great deal to the Committee's efforts. (See Page 2)

Mr. Jim Christianson, Director of the Wheat Research and Marketing Committee facility asked if barley is in their name. People do not understand. They think they are representing something besides barley research and marketing efforts.

OPPOSERS - NoneQUESTIONS FROM THE COMMITTEE

Rep. Gay Holliday asked Keith Kelly about taking 'research and marketing' out of the title. Why couldn't just 'barley' have been added to the name. Taking that out loses the purpose. Mr. Kelly said it is referred to by the committee as the 'Wheat Committee'. By changing the name, it is referred to as the Wheat and Barley Committee. Committee members referred to it as the Wheat Committee. They did not want to see this thing watered down. They requested that it be known as the 'Wheat and Barley Committee'. It is hard to say 'Wheat and Barley Research and Marketing Committee'.

Rep. Holliday further asked why the legislature has to specifically make a law to change the name. Why can't the department just go ahead and call it what you want? Why come in and get legislative approval? Mr. Kelly told her that the legislature doesn't give them permission to change names. Bureaucrats can't change different names and so they just brought it to your attention to have it changed.

Rep. DeMars had checked with the Department of Agriculture

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and other people involved, and the members wanted it to be named the 'Wheat and Barley Committee'.

Rep. Rapp-Svrcek mentioned District 6 consists of Big Horn and other counties west of the Continental Divide. How often does membership change and how often do you get members from the western side? Mr. Christianson, Director of the Wheat and Barley Committee, explained how members of the committee are chosen. The last Director was Bill Brinkel. The new director is from Kalispell. There has been an effort to move the directorship around in many of these districts. Other districts are too large geographically. West of the Divide there may not be as many members because they don't produce that much grain.

Mr. Kelly advised the directorship is changed every six years.

Rep. DeMars closed asking the committee to pass HB 360.

EXECUTIVE SESSION

Rep. Marian Hanson moved HB 360 DO PASS. Rep. Holliday seconded the motion, and it was adopted unanimously by the 15 committee members present at that time.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:30 p.m.

Rep. Duane W. Compton, Chairman



# STANDING COMMITTEE REPORT

January 28

19 57

Mr. Speaker: We, the committee on AGRICULTURE, LIVESTOCK & IRRIGATION

report HB 360

do pass  
 do not pass

be concurred in  
 be not concurred in

as amended  
 statement of intent attached

REP. DENNIS W. COMPTON

Chairman

  
lat

White

reading copy ( )  
color



TED SCHWINDEN  
GOVERNOR

STATE OF MONTANA  
DEPARTMENT OF AGRICULTURE

OFFICE OF THE DIRECTOR  
AGRICULTURE/LIVESTOCK BLDG.

CAPITOL STATION

HELENA, MONTANA 59620-0201

EXHIBIT #1  
DATE Jan 28, 1987  
HB 360- Rep Gene  
De Mars  
TELEPHONE:  
AREA CODE 406  
444-3144

KEITH KELLY  
DIRECTOR

TESTIMONY OF MONTANA DEPARTMENT OF AGRICULTURE  
FOR THE HOUSE AGRICULTURE COMMITTEE  
ON HOUSE BILL 360  
WEDNESDAY, JANUARY 28, 1987  
HELENA, MONTANA

Chairman Compton, members of the committee, the 1967-  
Legislature created the wheat research and marketing program of the  
Montana Wheat Research and Marketing Committee and in 1973  
legislation added barley to that already existing program.

With the inclusion of barley, one-third of the income the  
Committee receives is attributable to this product. The  
proposed name change to the "Montana Wheat and Barley Committee"  
would better reflect the programs functions as was passed through  
legislation.

The Montana Department of Agriculture asks your support of  
House Bill 360.

FY '86	Wheat	\$406,434.06
	Barley	138,306.90

FY '85	Wheat	\$513,270.14
	Barley	205,193.33

FY '84	Wheat	\$750,505.32
	Barley	359,820.84

FY '83	Wheat	\$611,909.17
	Barley	169,333.35

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NAME CHANGE  
FOR THE MONTANA WHEAT RESEARCH AND MARKETING COMMITTEE

When the enabling legislation to create the Montana Wheat Research and Marketing Committee was passed by the 1967 Legislature, the program was only for research and marketing of Montana wheat.

In 1973 the Legislature added barley to the responsibility of the Committee but, for some reason, did not change the name.

Domestically, this has made little difference; a slight inconvenience but easily explained to English speaking people. Not so in foreign markets. As the Committee's market development activities have moved from the Pacific Rim countries around the world to the Near East and Africa, entirely too much confusion is caused by trying to explain why an organization with only wheat in its name is concerned with a feed grain called barley.

The "Montana Wheat and Barley Committee" is a title that is short and to the point. A change in name is not a change in responsibility, but a reaffirmation of that responsibility.



