

Steve Hanson, a cow-calf/feeding operator from Elsie has been named Region VII Vice President (RVP) for the Federation of State Beef Councils, a division of the National Cattlemen's Beef Association (NCBA). He was elected by Nebraska cattle producers during the 2013 Cattle Industry Winter Convention, held Feb. 6-9, in Tampa, Fla.

During the convention, he was also chosen for a second term on the Beef Promotion Operating Committee (BPOC), which makes decisions about the national beef checkoff program.

As RVP, Hanson will represent cattlemen in Nebraska, Kansas, North Dakota and South Dakota. In the position, he will also serve on NCBA's Executive Committee.

He is one of 10 federation members on the BPOC, a 20-member producer panel that decides how to allocate checkoff dollars to underwrite domestic and international beef demand-building programs. The other 10 BPOC members are chosen by the Cattlemen's Beef Board (CBB). The full CBB board and USDA have final approval of the plan.

Hanson is president of the Nebraska Beef Council and vice president of the Nebraska Cattlemen's Association.

The BPOC's national checkoff plan must be approved by the full CBB and the USDA.