

Senator Ricketts' Rebuild the American Herd Plan

01

Stand Up for Nebraska Beef Against Foreign Imports

Nebraska produces the best beef in the world. Senator Ricketts will continue to stand up to cheap foreign beef that undercuts Nebraska farm families.

DELIVERED

- Fought the October 2025 plan to import more Argentine beef.
- Led Nebraska's delegation in demanding that Argentine beef pass full USDA safety inspections.
- Introduced bill to increase oversight of fake foreign organic products like beef trimming from being imported.

GOING FORWARD

- ▶ Keep opposing imports that cut into Nebraska ranchers' bottom line.
- ▶ Steady trade policy, so ranchers can afford to grow their herds.
- ▶ Hold every pound of imported beef to the same standards Nebraska ranchers already meet.

02

Real Competition in Meatpacking

When ranchers have more choices, Nebraska ranches grow stronger. Senator Ricketts has fought for new places to process Nebraska beef like he did in North Platte with Sustainable Beef.

DELIVERED

- Helped make Sustainable Beef a reality through a rancher-owned plant in North Platte. It can process up to 1,500 head a day and brings 875 jobs and over \$1 billion a year in projected economic impact.
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- After hearing from ranchers about the lack of competition in the packing industry, Senator Ricketts worked with them to create new options that benefit them.
- As governor, he secured \$20 million for North Platte's wastewater system, which the plant needed to open.
- As governor, he put \$10 million in federal relief toward hometown lockers. The grants helped small processors with fewer than 25 employees and under \$2.5 million in sales.
- As governor, joined fellow governors in pressing President Biden's Justice Department in 2021 for answers on its investigation into the Big 4 meatpackers.

GOING FORWARD

- ▶ Make Sustainable Beef the model. Back more independent and rancher-owned packers so producers have more buyers.
- ▶ Stand with President Trump's call for a DOJ investigation into the Big 4 packers. They control about 80% of the market. Hold them accountable for any collusion or price fixing.
- ▶ Find ways to make USDA certification more accessible for small local lockers.

03

Open Markets for Nebraska Beef Around the World

Strong export markets mean stronger prices back home. Senator Ricketts is working every day to grow them for Nebraska ranchers.

DELIVERED

- As governor, led trade missions to Japan, Vietnam, the UK, the EU, Mexico and Canada to sell Nebraska beef.
 - As governor, oversaw record Nebraska ag exports three years in a row, peaking at nearly \$10 billion in 2022. Nebraska beef exports hit a record that year too.
 - Secured a \$3 billion commitment from Vietnam to buy Nebraska beef, grain and soybeans.
 - Voted for the Working Families Tax Cuts Act, which doubled federal funding to open new markets for American farm products.
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- Wrote the MARKET Act to expand market access for Nebraska farmers and ranchers. It would also reduce dependence on Communist China.
- Led Nebraska delegation letter on the importance of the Mexican and Canadian markets to Nebraska agriculture.
- Worked to relist Nebraska packing plants as approved exporters to Chinese markets.

GOING FORWARD

- ▶ Secure new markets around the world, so Nebraska ranchers aren't at the mercy of Communist China.
- ▶ Protect trade promotion funding so American beef stays competitive overseas.
- ▶ Hold Communist China to its trade promises.
- ▶ Grow premium markets, like the UK's new tariff-free quota, that pay more per calf.

04

Honest Labels for American Beef

Nebraska families and consumers deserve to know their beef was born, raised and processed in the USA. Senator Ricketts is fighting for labels that tell the truth so American ranchers get the credit they deserve.

DELIVERED

- Cosponsored the American Beef Labeling Act to bring back mandatory country-of-origin labels and protect American ranchers.
- Wrote the bipartisan FAIR Labels Act with Sen. Fetterman, requiring clear labels on lab-grown and plant-based products.
- Led the Senate resolution naming May as National Beef Month.

GOING FORWARD

- ▶ Require country-of-origin labels to identify foreign products so shoppers know what's American and what's not.
 - ▶ Pass the FAIR Labels Act, so families can tell real beef from imitations.
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Keep the Ranch in the Family

Nebraska families have worked this land for generations, and they know how to care for it better than any bureaucrat in Washington. Senator Ricketts has spent his career keeping the federal government's hands off Nebraska farms and ranches.

DELIVERED

- Was the first governor to take on President Biden's 30x30 plan, which threatened to put Nebraska farm and ranch land under federal control.
- Held town halls across rural Nebraska and signed an executive order to push back on 30x30. Rallied more than 60 Nebraska counties to pass resolutions opposing the plan.
- Voted as senator to block President Biden's WOTUS rule, and took the EPA to task for ignoring farmers and ranchers.
- Voted for the Working Families Tax Cuts Act, which made the death tax exemption permanent at \$15 million per person. That protects more than 44,000 Nebraska family farms.
- Cosponsored the Death Tax Repeal Act to end the death tax for good.
- Introduced bipartisan bills to keep Nebraska farmland in Nebraska hands and expose foreign buyers like Communist China.

GOING FORWARD

- ▶ Pass the Death Tax Repeal Act, so no Nebraska family ever has to sell the ranch to pay the IRS.
 - ▶ Stop any future federal land grab, so no administration can bring back 30x30.
 - ▶ Keep Washington's hands off farm ponds, ditches and private water.
 - ▶ Keep Communist China and other foreign adversaries from buying up Nebraska farmland.
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More Grass, Less Red Tape, Faster Disaster Recovery

When drought or fire hits a Nebraska ranch, families need help fast, not a stack of federal paperwork. Senator Ricketts is cutting red tape so ranchers can rebuild their herds.

DELIVERED

- Introduced the bipartisan FENCE Act, so ranchers can use virtual fencing to rebuild after disasters.
- Worked with the Trump administration to open Valentine National Wildlife Refuge to grazing after past administrations kept it closed.
- Voted for the Working Families Tax Cuts Act, which boosted disaster aid for ranchers.
- Made drought aid available sooner. Ranchers now qualify after four weeks of drought instead of eight.
- As governor during the 2019 floods, cleared the way for hay trucks and gave ranchers more time to handle livestock losses.
- Surveyed wildfire-burned pastures with Secretary Rollins and Gov. Pillen then pushed USDA to loosen its fence rules to better assist ranchers.
- Joined a September 2026 Senate letter to USDA and Interior, urging them to finish the BLM grazing rule and review CRP and the Endangered Species Act.

GOING FORWARD

- ▶ Give ranchers every tool to rebuild after disaster, including virtual fencing through the FENCE Act.
 - ▶ Open CRP land to grazing and haying when drought or fire hits, without waiting on Washington.
 - ▶ Cut the permitting delays that leave Nebraska towns and farms exposed to the next flood.
 - ▶ Make sure disaster aid reaches ranchers in weeks, not months, so they can restock and keep their herds.
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07

Protect the Herd from New World Screwworm

New World screwworm is a flesh-eating parasite that can kill cattle and shut down markets overnight. Senator Ricketts is fighting to keep it out of Nebraska and protect the herds our ranchers spent generations building.

DELIVERED

- Backed the suspension of Mexican cattle imports.
- Backed the new sterile fly facility at Moore Air Base in Texas. It will produce about 300 million sterile flies a week.
- Pressed USDA in June 2026, with Sen. Grassley, to speed its response. That followed the first U.S. cases in Texas and New Mexico.

GOING FORWARD

- ▶ Get the Texas fly plant running at full speed.
- ▶ Fund the surveillance and veterinarians needed to stop the screwworm before it reaches Nebraska.
- ▶ Back strict border checks that stop screwworm before it spreads north.

08

Reshore Materials Needed to Feed the Herd

Nebraska cattle depend on vitamins in their feed, and right now Communist China makes most of them. Senator Ricketts is fighting to bring that production home, so our ranchers are never at Communist China's mercy.

DELIVERED

- Introduced the bipartisan Securing American Agriculture Act with Sen. Elissa Slotkin to end America's farm dependence on Communist China.
 - Wrote the bill to force USDA to track every key farm input Communist China controls, including the feed vitamins our cattle rely on.
 - Wrote the bill to demand a plan to pull that production out of Communist China and bring it home.
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GOING FORWARD

- ▶ Pass the Securing American Agriculture Act.
- ▶ Bring vitamin and feed supplement manufacturing plants back to American soil, out of Communist China's hands.
- ▶ Treat the feed our cattle depend on as a national security fight against Communist China.

09

Train the Next Generation Here in Nebraska

Nebraska's ranching future depends on young people who know the work and want to stay home to do it. Senator Ricketts is investing in Nebraska students, so the skills our ranches need are taught right here.

DELIVERED

- As governor, created the Nebraska Career Scholarships program, which helps students at Nebraska universities, state colleges and community colleges train for in-demand careers.
- Voted for the Working Families Tax Cuts Act, which opened Pell Grants to short-term job training programs at community colleges and technical schools.
- Required scholarship recipients to complete a Nebraska internship or apprenticeship, keeping young talent working in our state.
- Funded grants for hometown lockers that included money to hire and train new staff.
- Voted for the Working Families Tax Cuts Act, which doubled the time young farmers and ranchers qualify for beginner help on crop insurance, from five years to ten.

GOING FORWARD

- ▶ Partner with Nebraska colleges to train the next generation of ranchers, vets, meat cutters and food safety inspectors.
 - ▶ Expand hands-on training and apprenticeships that keep young Nebraskans working close to home.
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