

Rigsby-McGhee Farm Foundation Announces Launch of Southeastern PR and Lobby Campaign

Foundation Pushes for Southeastern Support of the American Beef Labeling Act



Daphne, Alabama Nov 14, 2021 ([IssueWire.com](https://www.issuewire.com)) - Rigsby-McGhee Farm Foundation's (RMFF), Chief Executive Policy Advisor, Vicky Feldman - Menke met with the Foundation's Federal Legislative Liaison, Major R. Click to discuss plans for moving the Foundation forward in its efforts to lobby and advocate for the state, regional and national support of S.2716 - American Beef Labeling Act of 2021.

Monday, September 15, 2021, Menke will officially begin a series of conversations with leading executive staff for US Senator Tommy Tuberville of Alabama (R) with regards to the legislation. RMFF plans to meet with Tuberville in early December or early January 2022, regarding the historical legislation.

In an interview following Friday's meeting, Federal Liaison, Click, echoed former comments and position statements released by Foundation's policy adviser, Menke, stating, "All of RMFF's efforts and resources need to be directed towards DC and this game-changing bill. Vicky is off to a fine start in initiating conversations with the Tuberville team. I have great faith that Tuberville has what it takes to gain substantial committee support to push this legislation to the front and center," stated Click, also Founding President of Click-McGhee, LLC, a Political and Public Relations Consultancy Firm, founded in 2014.

In 2014, shortly before the incorporation of RMFF, Vice President and Managing partner of Click-McGhee, LLC, Amy McGhee (Also, incorporating Vice President of RMFF), launched a statewide campaign in conjunction with Click-McGhee, lobbying officials and investors to consider the development of adequate cattle processing infrastructure here in Alabama that would bolster the Alabama cattle industry and potentially the southeastern cattle industry as a whole.

Following two years of industry research and understudy out west, McGhee quickly saw the oppressed condition of Alabama's cattle industry as well as that of the southeastern market as a whole. Amy drafted and submitted a proposal via Click-McGhee to the Department of Agriculture and courted support and investment from major industry stakeholders within the state. McGhee and her partner, Major Click, formally drafted and proposed a state/southeastern infrastructural overhaul that would offer Alabama and other southeastern producers more market access, competition, and higher profit yield.

7 years ago, The idea was met with a lot of hesitation as well as political pushback push back. "I was almost laughed out of a few meetings," stated McGhee. The idea was met with great hesitation and pushback. Some days, I wanted to give up on the whole deal, further stated McGhee.

Seven years later, McGhee's vision seems to be coming to fruition as processing infrastructure in the state is finally becoming a reality.

"The beef labeling act has everything to do with our underlying mission with regards to restructuring Alabama and the southeast's oppressively outdated cattle infrastructure and processing model.

As consumers begin to become more interested in the origin and ingredients of their beef, the greater the need for centralized Southeastern Southeastern processing will become. This is another win-win.

We are excited about all that is to come. RMFF is currently working with lobbyists in DC and is about to launch a statewide grassroots campaign in Alabama, Tennessee, and Georgia in an effort to gain support for the historically significant piece of legislation.

Learn more about RMFF at rigsby-mcgheefarmfoundation.org

Contact: Amy McGhee, amy@rigsby-mcgheefarmfoundation.org

Media Contact

Amy M McGhee

amy@rigsby-mcgheefarmfoundation.org

2512519698

117 Wicker Way

Source : Rigsby-McGhee Farm Foundation

[See on IssueWire](#)

