DID YOU KNOW

EVERY DOLLAR INVESTED* RETURNS $11.20?

Beef Safety Research
Identifies potential risks to beef safety and develops solutions to maintain a safe beef supply for consumers

Advertising
Creates all domestic consumer advertising – radio, print, outdoor and digital – to reinforce how beef is part of their everyday life

Public Relations
Proactively shares positive beef messages with consumers, health professionals and other food influencers

Foreign Marketing
Provides beef market development, promotion, research, consumer and industry information in more than 100 countries worldwide

Product Enhancement Research
Discovers new ways to improve beef quality, consistency and value, including research focused on new cuts, taste, tenderness and carcass value

Channel Marketing
Develops all promotions, training and other programs to help promote beef in restaurants and grocery stores

Nutrition Research
Focuses on beef’s role in human nutrition as it relates to overall health and well-being

New Product Development
Works with industry leaders to develop new beef products, plus shares beef recipes and cooking tips

Industry Information
Safeguards the image of the beef industry by responding to, and correcting, misinformation about beef and sharing the beef production story

*From the Cattlemen’s Beef Board budget

GET TO KNOW YOUR CHECKOFF
MyBeefCheckoff.com

SHARE THE FACTS
#beef11:1

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