



## Top Three New Programs the MBC Would Utilize the Additional 50 Cents For:

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1. **Production Research:** If the referendum were to pass, the MBC could invest Minnesota Checkoff funds in research that will “develop new techniques for more efficient production and marketing of beef,” as stated in the Minnesota Beef Promotion Order. Under Federal Checkoff, as it is now, the MBC cannot invest in beef production research. Production research that looks at efficiently raising cattle in all segments of the industry and in multiple environments is possible with the new Checkoff funds. Research areas the MBC can currently invest in based upon the Federal Act & Order are product quality, beef safety, human nutrition, beef sustainability and market research.
2. Invest in programming that distributes **beef toolkits to medical professionals and diet and health experts.** With the help of the Federation of State Beef Councils, MBC can access a list of key medical professionals to distribute these resources to. The kits would include beef fact sheets, research articles and other items that help correct misinformation and highlight the nutritional value beef brings to the plate.
3. Expand **video production efforts and digital campaigns** to showcase and highlight beef producers’ efforts in raising cattle responsibly and with the greatest care, as well as incorporating beef into at-home recipes.