

Dairy producers **can't be everywhere**



Linda & Doug Hodorff
Dairy Producers
Eden, Wis., and Milburn, Neb.



“While we’re taking care of business on our dairies, our beef checkoff dollars are at work helping build dairy-beef demand,” say Doug and Linda Hodorff.

“Checkoff advertising helps our non-farm neighbors remember ‘BEEF... It’s What’s for Dinner.’ And, whenever we grill Flat Iron steaks, we enjoy the eating experience and appreciate that this new use of chuck meat means that our cows are worth more when they leave the dairy.”

By investing in the beef checkoff, dairy producers like Doug and Linda are helping discover new beef dishes like the Flat Iron and Delmonico steaks. And they’re developing recipes and promotions that make it easy for consumers in Wisconsin, in Nebraska and throughout the country to enjoy beef in new ways.

The beef checkoff... because you’re a beef producer, too.



Get to know your checkoff and hear more from Doug and Linda at MyBeefCheckoff.com

Funded by the Beef Checkoff.