

Beef producers **can't** be everywhere



Donna & Gary Sharp
Beef and Dairy Producers
Bath, S.D.

“Because the checkoff has been building beef demand for 20 years, our fifth-generation operation has the chance to become a sixth-generation farm,” say Gary and Donna Sharp.

“The beef checkoff truly is *our* self-help program to help keep us profitable. We, as producers, make the decisions about where our money is invested — like youth education and new-product research. We have to make sure children understand the nutrient value and good taste of beef — so they become life-long beef-eaters.”

By investing in the checkoff, producers like the Sharps helped reach more than 4 million children last year and developed more than 2,500 innovative new beef products since 1998. “To remain profitable, we must produce and develop what consumers want.”

My beef checkoff... extending our reach to help build beef demand.



Get to know your checkoff and hear more from Gary and Donna at MyBeefCheckoff.com

Funded by the Beef Checkoff.