

Beef producers **can't** be everywhere



Robert Fountain Jr.
Beef producer
Adrian, Ga.

“We’ve made great progress putting money back in the pockets of producers by delivering the message throughout the world that U.S. beef is healthy and safe,” says Robert Fountain, Jr.

“Consumers everywhere want quality beef products and will pay good money for them,” he continues. “And no one else provides delicious, high-quality beef like U.S. producers can. Working through groups like the U.S. Meat Export Federation, our checkoff dollars have helped regain foreign markets at a much quicker pace.”

By investing in the checkoff, producers like Robert have helped increase export volume of beef by 28 percent and export value by 37 percent compared to one year ago. According to CattleFax, this checkoff-supported surge in exports has added about \$130/head of value to U.S. fed cattle.

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



Get to know your checkoff and hear more from Robert Fountain, Jr. at MyBeefCheckoff.com

Funded by the Beef Checkoff.