

“My beef checkoff can share the story about beef nutrition.”

-Joyce Bupp

“As producers, we can’t talk with consumers every day, because we’re home doing our jobs raising safe, wholesome beef — and that’s where our beef checkoff comes in,” say Joyce Bupp, a Pennsylvania dairy producer.

It’s checkoff investments from producers like Joyce that fund the “*I Heart Beef*” campaign. “The campaign informs consumers about the nutritional value of beef,” says Joyce. “And it just makes people feel good about enjoying the beef that they love.

“And, for every dollar we invest in the beef checkoff, independent research has shown a \$5 return on our investment in advertising and promotional value, which benefits all beef producers.”

The beef checkoff ... because dairy producers are beef producers, too.



Joyce Bupp
Dairy producer
Seven Valleys, Penn.



Hear more from Joyce at MyBeefCheckoff.com