

## **Joint checkoff program committees:**

**Safety** – Beef safety research and communication at all levels is the focus of this committee, including and how we improve the safety of our product and how we best share safety information with beef community stakeholders, consumers and influencers.

**Nutrition and Health** – This committee focuses on beef nutrition and health research and communication, including how we might improve and share beef's nutrition and health benefits with beef community stakeholders, consumers and influencers.

**Innovation** – Consumers, processors, retailers, foodservice operators, and other beef community stakeholders want new, fresh ideas for beef, beef products and beef marketing in the case and on the plate. This committee focuses on innovation in both beef products and beef product marketing in the channels.

**Export Growth** – Export markets offer opportunity for unparalleled growth for US beef in the coming years. This committee focuses on growing value and volume of our exports through management of access issues originating within the market itself, as well as aggressive and effective in-country product marketing in those countries offering excellent opportunity for US beef.

**Consumer Trust** – With a great story to tell, the beef industry is committed to consumers who increasingly base their beef buying decisions on the trust they have in how the industry produces beef. This committee focuses on building and maintaining consumer trust by using research to pursue continual improvement, with an eye toward long-term sustainable and profitable beef production, and better consumer communications.