



# DID YOU KNOW

**the checkoff-funded National Beef Quality Audit keeps us focused on the path forward?**

*“NBQA is the only national effort focused on improving beef quality at every level of production. Millions of data points are collected about genetics, feeding, handling, and beef processing. This gives us the facts and figures we need to talk to our consumers about the quality of beef.”*

While you and Dan are managing your farms and ranches, your checkoff is leading the effort to drive the beef community forward and create opportunities for all producers.

**Learn more about the checkoff-funded National Beef Quality Audit at [MyBeefCheckoff.com/Dan](http://MyBeefCheckoff.com/Dan)**



**Dan Kniffen**  
Seedstock producer &  
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Funded by the Beef Checkoff.