HISTORY OF EXTERNAL BEEF CHECKOFF PROGRAM REVIEWS AND ASSOCIATED PROJECTS

Program Reviewed: National Beef Ambassador Program
Contractor: American National CattleWomen Inc.

Program Reviewed: Nutrition Influencers Program
Contractor: National Cattlemen’s Beef Association

Program Reviewed: Beef. It’s What’s For Dinner. Promotion
Contractor: National Cattlemen’s Beef Association

Program Reviewed: Northeast Consumer/Supply Chain Engagement
Contractor: Meat Import Council of America/Northeast Beef Promotion Initiative

Commissioned Research/Study: Performance Efficiency Measures (PEM) & Training
Consultant: Rockland Dutton Research & Consulting
Program Reviewed: Producer Communications
Contractor: Cattlemen’s Beef Board

Commissioned Research/Study: Assessing U.S. Beef Demand Situation Presented by New Plant-Based Protein Offerings
Researchers: Kansas State University & Purdue University
Program Reviewed: Beef Advocacy Training & Engagement Tactic
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Detailed Beef Demand Index Project
Researchers: Kansas State University
Program Reviewed: Veal Marketing & Public Relations
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Beef Demand Determinants Study IV
Researchers: Kansas State University & Purdue University
Program Reviewed: Beef Issues & Reputation Management
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Demand Determinant Study III
Researchers: Kansas State University & Purdue University
Program Reviewed: Veal Quality Assurance
Contractor: North American Meat Institute

Commissioned Research/Study: ROI Study
Researchers: Kansas State University & Purdue University
Program Reviewed: Antibiotics Symposium
Contractor: National Institute for Animal Agriculture

Commissioned Research/Study: Beef Based Curriculum Resources
Contractor: American Farm Bureau Foundation for Agriculture
Program Reviewed: Producer Communications – Check-in from 2018 Review
Contractor: Cattlemen’s Beef Board

Commissioned Research/Study: ROI Study
Researchers: Cornell University
Program Reviewed: Sustainability Research Tactic
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Detailed Beef Demand Determinants Study IV
Researchers: Kansas State University & Purdue University
Program Reviewed: Antibiotics Symposium
Contractor: National Institute for Animal Agriculture

Commissioned Research/Study: Demand Determinant Study III
Researchers: Kansas State University & Purdue University
Program Reviewed: Beef Advocacy Training & Engagement Tactic
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: ROI Study
Researchers: Cornell University
Program Reviewed: Beef Quality Assurance Tactic
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Performance Efficiency Measures (PEM) & Training
Consultant: Rockland Dutton Research & Consulting
Program Reviewed: Producer Communications
Contractor: Cattlemen’s Beef Board

Commissioned Research/Study: Assessing U.S. Beef Demand Situation Presented by New Plant-Based Protein Offerings
Researchers: Kansas State University & Purdue University
Program Reviewed: Beef Advocacy Training & Engagement Tactic
Contractor: National Cattlemen’s Beef Association

Commissioned Research/Study: Detailed Beef Demand Index Project
Researchers: Kansas State University
Program Reviewed: Veal Marketing & Public Relations
Contractor: National Cattlemen’s Beef Association

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Researchers: Kansas State University & Purdue University
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Denotes research/studies commissioned by the Checkoff Evaluation Committee.