

Beef Checkoff – Contractor Updates May 18, 2020

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The producer communications office at the Cattlemen's Beef Board continues to deliver Beef Checkoff contractor updates to producers, ag media and key stakeholders in the program. In addition, the team created several fact sheets about the Beef Checkoff to provide clear and honest direction for State Beef Councils and board members to have resources available when answering questions about the program's workings. Continued support of Checkoff programs on social media has seen a lively uptick in engagement. Cattlemen's Beef Board CEO Greg Hanes released another OpEd entitled, "Beef Checkoff: The Truth is in Plain Sight," to trade media publications. The OpEd answered timely questions about the Checkoff.
