

CONTRACTORS KEY

AFBFA

American Farm Bureau
Foundation for Agriculture

CBB

Cattlemen's Beef Board

FMPRE

Foundation for Meat
and Poultry Research
and Education

KSU*

Kansas State University

MICA

Meat Import Council
of America

NAMI

North American
Meat Institute

NCBA

National Cattlemen's
Beef Association

NEBPI*

Northeast Beef
Promotion Initiative

NIAA*

National Institute for
Animal Agriculture

NLPA

National Livestock
Producers Association

USCA

United States
Cattlemen's Association

USMEF*

United States Meat
Export Federation

*Subcontractor



CHECKOFF GOALS

- Drive global demand for beef.
- Grow consumer trust in beef and beef products.
- Communicate the unique values beef offers the marketplace, especially as compared to other animal protein options.
- Invest in product-enhancement and beef-safety research to maintain a safe, high-quality product.
- Increase exports by promoting U.S. beef in more than 80 countries.
- Improve producer profitability.

**For more Beef Checkoff results,
visit DrivingDemandForBeef.com.**

SHARING SUCCESSSES

CHECKOFF UPDATES
DRIVING DEMAND FOR BEEF

SUMMER 2020



Funded by the Beef Checkoff.

CONSUMER TRUST

- Virtual professional development events connecting middle and high school educators directly to the science of beef production reached into the ten most urban districts in the nation. **-AFBFA**
- Influencer partners reached over 300,000 consumers to share the “Supporting Families at Home with Beef” website containing family meal ideas, a beef jerky challenge, coloring contest, activity sheets and more. **-MICA/NEBPI***
- Through new videos on the “Veal Farm” website, consumers are learning how veal is raised. Eighty thousand consumers watched educational videos on how veal is raised, with total impressions exceeding 6.5 million. The most popular video explains what veal calves eat. **-NAMI**
- The annual USDA “Red Book” shows there were no residue violations noted for formula-fed veal in 2019. Participation in the VQA program by veal growers raising milk-fed veal with oversight by veterinarians is delivering on the industry’s commitment to safe, quality veal for consumers. **-NAMI**
- BQA launched new online training modules and an improved learning system for cattle producers. The new modules provide fresh content and enhanced interactive activities. **-NCBA**

INDUSTRY INFORMATION

- Inspired by the 9th Annual Antibiotic Symposium, NLPA, in collaboration with the Kentucky State Beef Council, released a series of videos on the importance of communicating responsible antibiotic use to consumers. **-NLPA/NIAA***
- In cooperation with Kansas State University, the Meat Demand Monitor provides up-to-date research on U.S. meat demand trends, which are especially important to track as COVID-19 continues. Consumers and producers engage with each report. **-USCA/KSU***

NUTRITION AND HEALTH

- Beef Checkoff research shows adding lean beef to a healthy diet does not increase the risk of heart disease and reduces diabetes risk factors. **-NCBA**

INNOVATION

- More than 30 of the industry’s top dogs joined NAMI to toast the #PerfectZoomFood during a Zoom hot dog happy hour. The celebration featured topics like favorite hot dogs and toppings. **-NAMI**
- Veal Promotions partnered with food blogger Holly Sanders of *Taste and See* to create a festive meal for Cinco de Mayo. The recipe “Easy Veal Mexican Lasagna” captures the ambiance of the celebration and was shared with her followers, industry partners and posted on veal social media channels and VealMadeEasy.com. **-NAMI**
- Three nationally recognized chefs found creative ways to substitute beef in place of a more commonly used protein in one of their favorite dishes, including “Peking Chuck,” “Korean Fried Beef” and “Cowlamari.” **-NCBA**

SAFETY

- The Beef Checkoff continues to fund research and inform stakeholders, safety professionals and regulatory agencies about the safe production of processed beef products. **-FMPRE**
- The Beef Industry Safety Summit gathered industry leaders to discuss new pathogen reduction research, foreign material contamination prevention and process control improvements in all industry sectors to continually improve beef safety. **-NCBA**

EXPORT GROWTH

- USMEF aims to keep U.S. beef top of mind and on the plates of international consumers through strategic social networking, online retail, HRI delivery promotions and social welfare initiatives. From January 2020 to March 2020, exports were valued at \$2.056 billion. **-NCBA/USMEF***

PRODUCER COMMUNICATIONS

- In April, ten state beef councils added inserts into *The Drive* newsletter, sharing their own state-specific news and beef promotion efforts with producers in their areas. More than 360,000 copies of *The Drive* have been mailed and distributed this year. **-CBB**