



Funded by the Beef Checkoff.

# HISTORY OF EXTERNAL BEEF CHECKOFF PROGRAM REVIEWS AND ASSOCIATED PROJECTS

 **Commissioned Research/Study:**  
Demand Determinant Study III  
**Researchers:**  
Kansas State University & Purdue University

**Program Reviewed:**  
Veal Marketing & Public Relations

**Contractor:**  
National Cattlemen's Beef Association

**Program Reviewed:**  
Beef Issues & Reputation Management  
**Contractor:**  
National Cattlemen's Beef Association

 **Commissioned Research/Study:**  
ROI Study  
**Researcher:**  
Cornell University

 **Commissioned Research/Study:**  
Beef Demand Determinants Study IV  
**Researchers:**  
Kansas State University & Purdue University

 **Commissioned Research/Study:**  
ROI Study  
**Researcher:**  
Cornell University

**Program Reviewed:**  
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

**Program Reviewed:**  
Sustainability Research Tactic  
**Contractor:**  
National Cattlemen's Beef Association

**Program Reviewed:**  
Antibiotics Symposium  
**Contractor:**  
National Institute for Animal Agriculture

**Program Reviewed:**  
Beef Advocacy Training & Engagement Tactic  
**Contractor:**  
National Cattlemen's Beef Association

**Program Reviewed:**  
Beef Quality Assurance Tactic  
**Contractor:**  
National Cattlemen's Beef Association

**Program Reviewed:**  
Veal Quality Assurance  
**Contractor:**  
North American Meat Institute

2012

2013

2014

2016

2017

2018

2019


2020

2021

2022

2023

2024

 **Commissioned Research/Study:**  
Performance Efficiency Measures (PEM)  
**Consultant:**  
Ketchum - PR & Marketing Communications Consulting

 **Commissioned Research/Study:**  
Detailed Beef Demand Index Project  
**Researcher:**  
Kansas State University

 **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:**  
Veal Promotion  
**Contractor:**  
North American Meat Institute/ New York Beef Council  
**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:**  
ROI Study  
**Researcher:**  
Cornell University



Denotes research/studies commissioned by the Checkoff Evaluation Committee.