

DID YOU KNOW

EVERY **DOLLAR INVESTED*** RETURNS **\$11.20?**



Beef Safety Research

Identifies potential risks to beef safety and develops solutions to maintain a safe beef supply for consumers



Public Relations

Proactively shares positive beef messages with consumers, health professionals and other food influencers



Product Enhancement Research

Discovers new ways to improve beef quality, consistency and value, including research focused on new cuts, taste, tenderness and carcass value



New Product Development

Works with industry leaders to develop new beef products, plus shares beef recipes and cooking tips



Advertising

Creates all domestic consumer advertising –radio, print, outdoor and digital – to reinforce how beef is part of their everyday life



Foreign Marketing

Provides beef market development, promotion, research, consumer and industry information in more than 100 countries worldwide



Channel Marketing

Develops all promotions, training and other programs to help promote beef in restaurants and grocery stores



Nutrition Research

Focuses on beef's role in human nutrition as it relates to overall health and well-being



Industry Information

Safeguards the image of the beef industry by responding to, and correcting, misinformation about beef and sharing the beef production story

*From the Cattlemen's Beef Board budget

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