



CATTLEMEN'S BEEF BOARD
National Programs
\$.50

NEW YORK STATE Programs
\$.50

MISSION STATEMENT

To enhance the lives of consumers by connecting them with beef

AREAS OF IMPACT

PRODUCER EDUCATION

NEW YORK Beef Quality Assurance

- BQA Training
- MBA 2.0
- Cattlemen to Consumer - Jr. Beef Program
- Face of Farming

Building Consumer Trust in Beef and Beef Production

NUTRITION EDUCATION



- Dietitian Outreach
- Physician/Nurses Outreach
- Corporate Wellness
- American Heart Association Partnerships
- Dietetic Intern Workshops

Optimize Health & Wellness with Beef in a Balanced Diet

CONSUMER EDUCATION



- Beef Tours
- May Beef Month
- Retail/Foodservice
- Blogger Engagement
- Social Media Outreach
- Veal Promotion
- Beef Day NYS Fair

Optimize the Beef Eating Experience, Value, Taste and Convenience

CONSUMER



EVERY DOLLAR INVESTED RETURNS **\$11.20**

Funded by the Beef Checkoff

BOARD OF DIRECTORS STAFF



Richard Brown- Chairman, Cattlemen's Beef Board, Cayuga Co.
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YOUR RESOURCE FOR ALL THINGS BEEF!

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