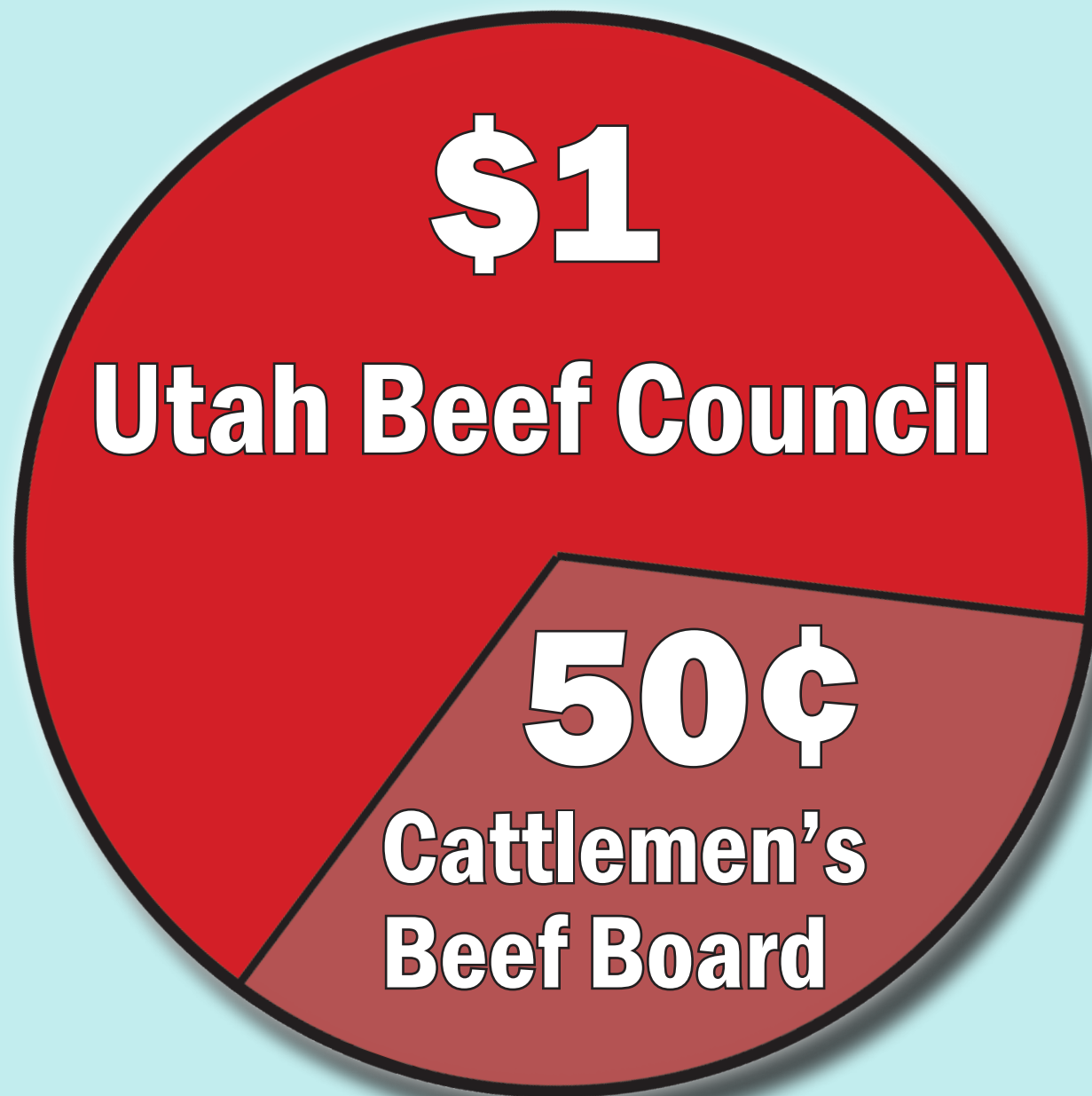
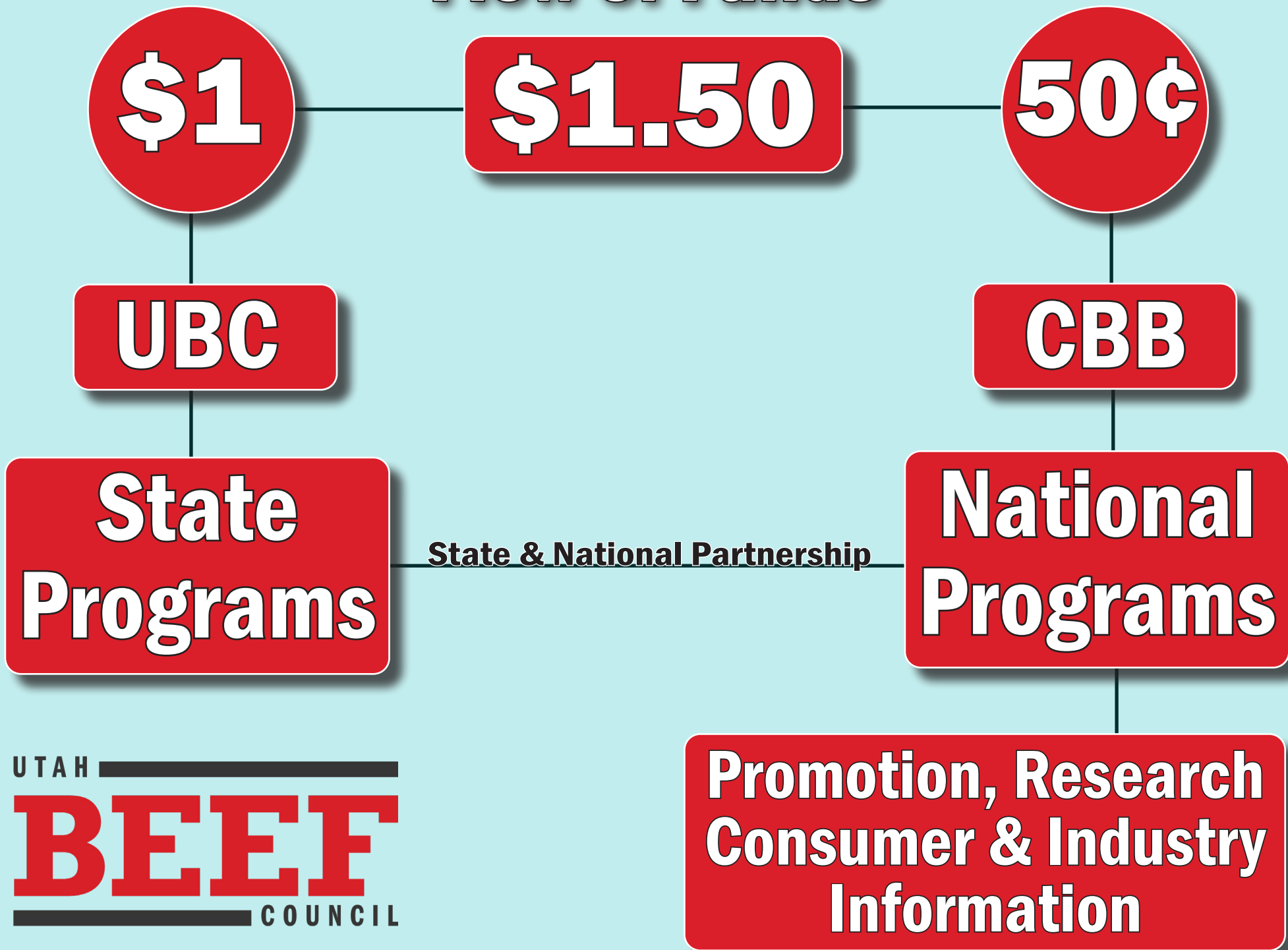


Making Sense of Beef Promotion Funds

\$1.50 Checkoff



Flow of Funds



UBC

TV Cooking Segments & Recipes

- Weekly segments on Good Things Utah
- Segments on KUTV 2 with the Food Nanny and on Fresh Living

E-Commerce campaigns with Kroger, Club Stores and other grocers

Health & Nutrition Toolkits distributed to doctor's offices

Digital Marketing Campaigns

- YouTube ads
- Google Display ads
- Connected TV

Beef Ambassador Program

Farm Field Days

State Fair Beef Feast/Cookoff

USU Ag Day BBQ

US Meat Export Federation

[Find more information about UBC programming here!](#)

Partnered State Beef Councils (Federation)

Influencers

- Partners with digital influencers to reach consumers
- Trains beef advocates

Develops recipes for the Beef. It's What's for Dinner website

Funds National-Level Research

Collaborates with State Beef Councils

- Works with state beef councils and other beef industry organizations to build nationwide beef demand

Issues Monitoring

- Watches news sources and what they are reporting on beef
- Alerts state beef councils about breaking news related to beef

[Find more information about Federation programming here!](#)

CBB

Shares Checkoff Programming with producers

- The Drive (online & print) newsletter shares both state and nationwide Checkoff updates

Funds Authorization Requests from CBB Contractors

- American Farm Bureau Foundation for Agriculture
- Meat Importers Council of America
- Northeast Beef Promotion Initiative (subcontractor through MICA)
- U.S. Meat Export Federation (USMEF)
- And others

[Find more information about CBB programming here!](#)