

Announcing...

The Masters of Beef Advocacy



We face a difficult challenge in the beef industry. The anti-animal agriculture activist community is hard at work raising concerns about the impact of beef production on the environment, the treatment of animals in food production, the role of beef in a healthy diet and the safety of the products we produce. They are passionate and vocal and well-funded.

But we have a great story to tell. Beef producers work hard every day to be good stewards of the land and their animals in providing safe and nutritious beef for America's dinner tables. We need to be equally passionate and vocal in telling our story.

That's what the Masters of Beef Advocacy (MBA) program is about...equipping beef producers across the country to tell their story in presentations to schools and church/civic groups, through local media and in the "virtual" world of the Internet.

Earn Your MBA

The MBA program is a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry. MBA candidates will be required to complete six courses in beef advocacy, including:

- Modern Beef Production – Sharing the many benefits of modern, efficient U.S. beef production
- Animal Care – Explaining our commitment to raising healthy animals
- Beef Safety – Communicating why producing safe food for consumers is a top priority
- Beef Nutrition – Explaining how great-tasting beef strengthens and sustains our bodies
- Environmental Stewardship – Sharing how we're protecting the environment for future generations
- The Beef Checkoff – Communicating the value of your investment in growing demand for beef

Following completion of these courses, each candidate will be invited to attend a full day "final exam/graduation" ceremony focusing on online advocacy, public speaking and working with the media.

Enter the Real World

Following completion of the program, MBA graduates will be encouraged to become everyday advocates, to get out there and meet consumers where they live. This can be as simple as talking to friends, family and neighbors. Graduates also will be equipped to with tools to reach out to broader audiences in their communities by:

- Giving presentations – schools, civic organizations, etc.
- Getting active in the online environment – posting comments/video on Web sites, blogging, etc.
- Participating in media interviews – print and/or broadcast media

MBA graduates will record their activity on the MBA e-learning center to earn rewards and recognition by compiling "continuing education credits."

Enroll Today!

All beef producers and industry allies with a genuine interest in promoting the beef industry are invited to enroll in the MBA program. You can either enroll as part of a class, complete the program on a set schedule and attend a "final exam/graduation" with the class; or enroll as an "at-large" candidate, complete the program on your own schedule and attend a group "final exam/graduation" scheduled in your state/region or at annual cattle industry meetings.

To enroll, send an e-mail to MBA@beef.org with the subject line "MBA Enrollment" or call the National Cattlemen's Beef Association at 303-694-0305 and ask for an MBA application.



Funded by The Beef Checkoff