

KANSAS BEEF

CHECKOFF PROGRAM

\$1/
head

15¢

Kansas Programs

50¢

Cattlemen's Beef Board

35¢

Federation of State
Beef Councils

*Volunteer board of producers who
oversee domestic demand-building
checkoff programs*

Producer Engagement



Adding Value to Producers Through Key Educational Opportunities

Beef Quality Assurance • Masters of Beef Advocacy 2.0 • Industry Engagement • Trainings and Workshops

Nutrition Education



Communicating Accurate Information About Beef's Nutritional Qualities and the Role of Beef in a Healthful Diet

Dietitian Outreach • Physician/Nurse Outreach • Dietetic Intern Engagement • American Heart Association Partnerships • Beef in the Classroom • Dietetic Partnerships with Florida, New York & California

Consumer Education



Building Consumer Trust in Beef and Cattle Production

Blogger Engagement • Social Media Outreach • Digital Advertising to Millennial Parents

Channel Marketing



Elevating Beef through Retail and Foodservice Channels

Industry Tours • Influencer Engagement • Trainings and Workshops • American Culinary Federation Partnership • New Product Opportunities

• Voluntarily invested

• Volunteer producer-led

• Provides framework for unified national voice for individual Qualified State Beef Councils

• State resource sharing

• Utilizes U.S. Meat Export Federation (USMEF) in global marketing initiatives

• Export value is over \$300/head*

*www.usmef.org

KANSAS
BEEF
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Kevin Thielen Executive Director
Abby Heidari Director of Nutrition
Sharla Huseman Director of Marketing
Scott Stebner Director of Communications
John Sachse Director of Industry Relations



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