

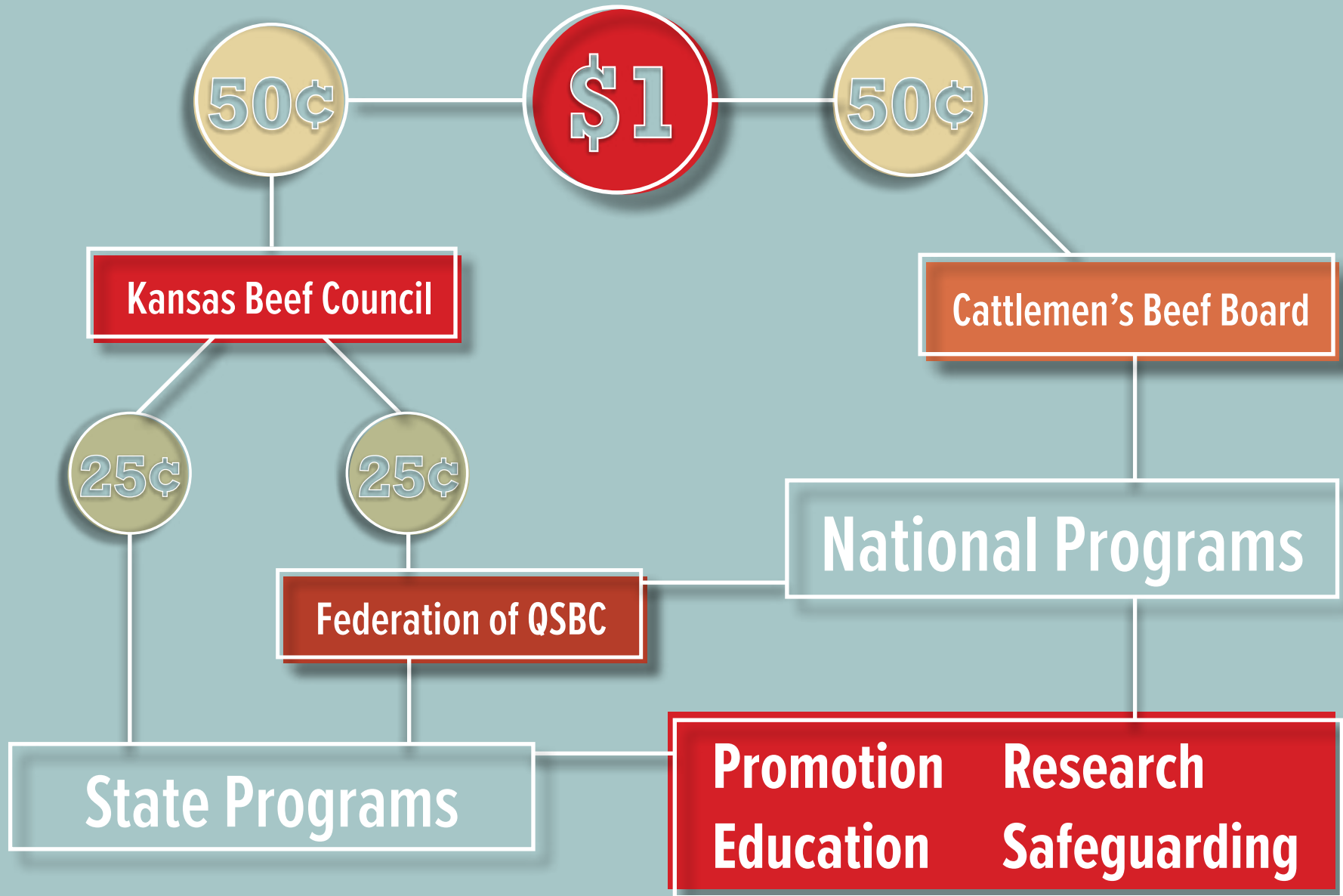
Making Sense of your Dollar

50¢



50¢

The Flow of Your Dollar to Build Beef Demand





Influencers

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

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

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 the Federations programming here!](#)



Nutrition Programing

- Dietetic Intern Training
- Nutrition Adventure

Beef in the Classroom

- Beef Certificate
- FACS and ProStart Curriculum

American Heart Association-Certified Recipes

- Cardiac Rehab Center Kits
- Social media posts
- Recipe cards

Research

- Human nutrition
- Consumers perceptions

Export Markets Investments

- Marketing variety meats in Southeast Asia, Mexico and Egypt

[Learn more about KBC programming here!](#)



Shares Checkoff Programming with producer

- The Drive (online and physical) 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!](#)