

Funds go first to qualified state beef councils, which may retain up to 50 cents per head to be used for in-state promotion, or investment in national programs through the Beef Industry Council. Funds go directly to the Beef Board when collected from importers or from producers in states without qualified beef councils.



A.

- A. State Beef Council Programs
20.8¢
- B. Promotion
51.6¢
- C. Research
1.9¢
- D. Consumer Information
5.2¢
- E. Industry Information
0.7¢
- F. Industry Feedback
1.2¢



B.



C.



D.



E.



F.



G.



H.



I.

- G. Refund Escrow
8.9¢
- H. Administration
3.6¢
- I. Operating Reserve
6.1¢

This beef checkoff symbol represents a beef industry united in support of the Beef Promotion and Research Program. It identifies programs that use funds from the \$1-per-head check-off.



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**“Okay,
I’m investing
in the beef
checkoff.
I want to
know...
How’s my
dollar being
spent?”**



The Beef Promotion and Research Act of 1985

The Beef Promotion and Research Act of 1985 enables the beef industry to implement a national, uniform \$1.00 per head checkoff program for beef promotion, research, consumer information, and industry information — effective October 1, 1986.

All cattlemen, regardless of size or type of operation, invest equally in the program, as do importers.

The \$1.00 checkoff is collected by an auction market, inspector, order buyer, dealer, brand inspector, packer or other buyer each time cattle are sold.

The Act calls for a coordinated program, built on the existing federation of state beef councils and the Beef Industry Council, along with the 113-member Beef Board, which oversees the program.

The Board is composed entirely of those investing in the checkoff, with producers nominated on a state-by-state basis by certified cattle and farm associations.

Day-to-day operation of the program is managed by a 20-member Operating Committee, composed of 10 members of the Board and 10 producer directors from the Beef Industry Council.

Total administration costs are limited by law to no more than five percent of collections.

The Act calls for a referendum to be held no later than mid-May, 1988; every producer and importer will be entitled to vote.



Promotional programs carry the beef industry message directly to consumers through the media in the form of consumer advertising, at the meat counter as retail sales promotions and in restaurants through food service promotion efforts. Programs include:

- **Consumer advertising**, with James Garner and Cybill Shepherd, designed to show targeted consumers that beef is contemporary, light, low in calories, great tasting and fits lifestyles today. Initial research shows ads are "breaking through" to get the industry message across to consumers.
- **Point-of-purchase materials** nationwide to tell consumers about beef. In addition, Meat Feature videos, tied to retail point-of-purchase displays, give consumers extra reasons to buy beef.
- **Retail sales contests** encourage retailers to use beef materials and provide cattlemen information about campaign effectiveness.
- **Cheeseburger campaign**, in cooperation with the American Dairy Association, leveraged beef dollars in a consumer advertising effort.
- **"Barbeque Americana,"** a nationwide beef menu extension effort with independent restaurants, and **"American Favorites,"** a menu extension effort in cooperation with Marriott Hotels, build beef usage at the foodservice level.
- **Foodservice sales promotions** aimed at making 450,000 commercial foodservice operators more aware of beef by providing trendy and creative beef menu ideas.
- **Veal retail and foodservice advertising and training programs** designed to improve knowledge and use of veal.



Research programs seek to discover the unknown and to find ways to apply beneficial new information to the beef industry. Priorities for research include diet-health, retail marketing, new product development and beef safety. Research projects include:

- **The effect of isolated soy protein on absorption of iron by children.**
- **Iron status of meat eating and vegetarian active and inactive women.**
- **The effect of surface and intermuscular fat tissue on beef.**
- **The use of surimi (a cold binder) in beef products.**
- **Beef cutability.**
- **Extraction of cholesterol from animal tissue.**
- **New product concept testing.**
- **Beef usage by demographic segment.**
- **Hispanic consumers: Establishing a baseline on attitudes toward and usage of beef.**
- **The mature (50-75 year old population segment) market: Attitudes toward and usage of beef.**
- **Meat case merchandising.**
- **Veal product development.**
- **Veal market research.**
- **Veal economic analysis.**



Consumer information programs build demand for beef by conveying the industry message through believable and influential thought leaders, especially the news media, educators and health care professionals. Programs include:

- **Sports health program**, featuring legendary Houston Astros pitcher (and cattleman) Nolan Ryan, which went to 200 television stations.
- **Media briefing seminars;** regional press seminars aimed at food editors, magazine food editors and consumer affairs directors; and ongoing, one-on-one discussions with media representatives help insure accurate and beneficial stories about beef.
- **Dietitian seminars** reach one of the industry's most critical audiences. Each dietitian, armed with the factual information gained at the seminars, advises an average of 100 consumers a week.
- **Health care professional advertising**, placed in the professional journals physicians and dietitians read, helps build demand for beef.
- **Pediatric health care professionals**, all 40,000 of them, will be offered "A Food Guide for the First Five Years," a well-accepted booklet explaining how important a balanced diet is to youngsters.
- **"Nutri-Facts Teaching Kit"** will be sent to about 5,000 practicing dietitians.
- **Monthly, camera-ready information-recipe-photograph release service** puts beef and veal in newspaper food pages regularly.
- **Microwave cooking and barbeque cooking brochures** help consumers find new ways to prepare beef.
- **National Beef Cookoff and media seminar** draws attention nation wide.
- **Veal consumer education booklet, "Facts About Veal,"** will be developed.



Industry information includes programs that will lead to the development of new markets and marketing strategies for beef. Programs include:

- **"The Story of Modern Beef"** will demonstrate what is being done by cattle producers and others to produce and market leaner beef.
- **Retail price survey analysis** which is aimed at accurately reporting average retail beef prices.
- **An analysis of consumer expectations of beef safety.**



Industry feedback programs are aimed at developing a communications network among beef, dairy and veal producers and other elements of the beef marketing chain, including importers. Projects include:

- **Development of materials for use by state beef councils.**
- **Beef Board communications.**
- **Ongoing communications with industry media.**