

What the Checkoff is doing to drive demand for beef.



BEEF DEMAND

Strong consumer beef demand is expected to continue through 2019 with the USDA predicting consumers in the United States will eat 8.9% more beef this year than in 2015. Much of beef's demand is driven by ground beef and loin cuts, which are particularly popular with consumers at the grocery store.



NUTRITION & HEALTH

The Beef Checkoff participated in the 2019 NBC4 Health & Fitness Expo in Washington D.C., the nation's largest gathering of health and fitness professionals in the U.S., to educate consumers on the nutritional value of beef.



SAFETY

The Beef Checkoff congregated at the 8th annual Antibiotic Symposium, attracting nearly 150 stakeholders from the "one health" community - including experts from animal health, human health and environmental health - to discuss antimicrobial resistance in the human population, and how our food plays a role in that issue.



EXPORT GROWTH

Through support from the Beef Checkoff's subcontractor, U.S. Meat Export Federation, U.S. beef exports grew 15% in 2018 to more than \$8 billion, adding more than \$320 per head of fed cattle.



INNOVATION

The Beef Checkoff recently launched Chuck Knows Beef, an all-things-beef personality powered by Google Artificial Intelligence. Chuck Knows Beef can be found on the web and mobile devices and through smart speakers by Amazon Alexa and Google Home. Chuck can provide all information found on the "*Beef. It's What's for Dinner.*" website.



CONSUMER TRUST

Team BEEF is a Beef Checkoff project which enlists athletes around the country to spark conversations and provide beef education to consumers and other athletes at running and fitness events regarding beef's unique nutritional benefits.

U.S. Department of Agriculture, November 2018 ■ USDA ERS Livestock & Meat Domestic Data; USDA WASDE, July 2018 ■ Tonsor, Schroeder, Creating and Assessing Candidate Food Service and Retail Beef Demand Indices, January 2017. IRI/Freshlook, Total US MULO ending 10/26/18; Categorized by VMMeat System ■ USDA data compiled by the U.S. Meat Export Federation

Read about these and other successes at
DrivingDemandForBeef.com.

