

PROGRAM DEFINITIONS

The Beef Promotion and Research Act and Order authorize beef checkoff funds to be spent in the following program areas:

PROMOTION - Promotion means any action, including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace.

RESEARCH - Research means studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and beef products, other related food science research, and new product development.

CONSUMER INFORMATION - Consumer information means nutritional data and other information that will assist consumers and other persons in making evaluations and decisions regarding the purchasing, preparing and use of beef and beef products.

INDUSTRY INFORMATION - Industry information means information and programs that will lead to the development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry.

FOREIGN MARKETING - Any of the above programs can be conducted in foreign markets as well as domestic markets.

PRODUCER COMMUNICATIONS - Expenditures to communicate about these programs to producers who pay for them are also authorized.

**BEEF PROMOTION AND
RESEARCH BOARD**

DEFINITIONS

CATTLE

Cattle means live domestic bovine animals regardless of age.

BEEF

Beef means flesh of cattle.

BEEF PRODUCTS

Beef Products mean edible products produced in whole or in part from beef, exclusive of milk and products made therefrom.



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