

# Dairy producers **can't** be everywhere



**Brad Scott**  
Dairy Producer  
San Jacinto, Calif.

“The beef checkoff provides a big bang for the dollars we invest by expanding research, education and promotion programs through all channels of the beef industry,” says Brad Scott, a fourth-generation California dairy producer.

“As dairy producers, our No. 1 goal is to produce wholesome dairy products. But equally important is the fact that we are beef producers as well. The beef checkoff helps educate all producers – including dairy producers – about our responsibility to make sure the animals leaving our farms provide beef products that are healthy and safe for consumers

“Through education and consistent industry responses to issues, our checkoff investment has helped maintain consumer confidence in beef,” says Brad. “Our beef checkoff dollars are critical to these efforts and, ultimately, to our bottom line.”

The beef checkoff... because you're a beef producer, too.



Get to know your checkoff and hear more from Brad at [MyBeefCheckoff.com](http://MyBeefCheckoff.com)

Funded by the Beef Checkoff.