

Beef producers can't be everywhere



Dave Petty
Beef producer
Eldora, Iowa

“Over the years, the beef checkoff has delivered dividends on my investment through increased demand for our product. The checkoff funds research that builds consumer confidence and awareness of how beef fits into a healthy lifestyle,” says Dave Petty.

“The development of the flat iron steak is a terrific example of how our checkoff dollars work to bring value back to beef producers. Our investment funded research that identified the flat iron steak, and then our promotion dollars got the word out to consumers, building demand for this product.”

By investing in the checkoff, producers like Dave Petty have helped increase the value of the chuck by an estimated \$60* per head. “At the end of the day, our checkoff increases consumer awareness and the use of beef in today’s diet.”

My beef checkoff...extending our reach to help build beef demand.

*Source – CattleFax



Get to know your checkoff and hear more from Dave Petty at MyBeefCheckoff.com

Funded by the Beef Checkoff.