

“My beef checkoff can address the health benefits of beef.”

-Lucy Rechel

“Our checkoff-funded beef nutrition program addresses what is really on the minds of Americans — where their food comes from; whether it’s good for them; whether it’s safe; and how it’s produced,” says Lucy Rechel, feedyard operator from Yerington, Nev.

When beef producers invest in the checkoff, influential dietitians and health professionals receive positive, credible beef nutrition messages that they can share with their clients.

“These professionals have a huge impact on the eating decisions people make,” says Lucy. “And, checkoff dollars are limited, so reaching these influential audiences is an important aspect of what our investment does.”

My beef checkoff ...reaching influential professionals to help build beef demand.



Lucy Rechel
Snyder Livestock Company
Yerington, Nev.



Hear more from Lucy at MyBeefCheckoff.com