

Beef producers **can't be everywhere**



Larry Schnell
*Auction market operator
Dickinson, N.D.*

“Consumers are bombarded with nutrition information. We need to make sure our beef messages break through in a clear and concise way. They need to hear that beef is a healthy, great-tasting product,” says Larry Schnell.

“Consumers listen to their doctors, dietitians and nutritionists — the people we’re educating about beef’s health benefits,” he adds. “We’re sharing facts about beef as a nutrient-rich protein source — facts we’ve discovered through checkoff-funded research.”

By investing in the checkoff, producers have identified 29 cuts meeting government requirements for lean beef. Because of checkoff-funded research and projects, beef-nutrition messages have been shared with health professionals, who have extended the messages to millions of customers nationwide. “Our checkoff plays an integral role in delivering fact-based beef information to these professionals and, ultimately, to consumers.”

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



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

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