



Resource Guide

Your Partner in Increasing Beef Sales

The National Cattlemen's Beef Association, a contractor to the Beef Checkoff, is focused on positively impacting beef demand by providing valuable information and resources to help industry leaders use and sell nutritious beef. National Cattlemen's Beef Association is the proud organization behind the *Beef. It's What for Dinner.* brand. Think of us as complimentary consultants, backed by the beef industry.

Available Resources

Market Research

Insights into all things related to beef.

- Consumer trends and preferences
- Sales data and shopper insights
- Industry forecasts and outlooks

Culinary

Feel confident about putting beef on the menu.

- Beef cut charts, cutting videos, and guides
- Product testing and ideation
- Nutritional data and resources

Beef Production

Understand the beef production system.

- Sustainability and animal welfare
- Online training programs
- Beef Quality Assurance Program (BQA)

Marketing Materials

Tools and assets to help you market beef.

- Raw and cooked imagery
- Infographics
- Consumer resources for education & inspiration

Beef News Now

Get the latest foodservice and retail news, trends and hot topics from the Beef Industry all through our monthly newsletter.



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beefitswhatsfordinner.com

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