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Contact: Laura Landoll, LLandoll@Beef.org or 303-850-3364

THE BEEF CHECKOFF LAUNCHES ONLINE COMMUNITY FOR POPULAR TRAINING PROGRAM

Beef University Boosts Foodservice and Retail Professionals' Beef Knowledge

DENVER (Feb. 26, 2014) - The Beef Checkoff Program unveiled a new web-based platform for its popular training program, [Beef University](#). For nearly a decade, foodservice and retail professionals have relied on checkoff training tools to educate staff on how beef is brought to market, from farm to fork.

Beef University educates retailers and foodservice operators on all facets of beef from production and product quality to marketing and merchandising. Downloadable tools include PowerPoint presentations, fact sheets and videos; all of which can be used for self-directed education or part of a customized training session facilitated by Beef Checkoff staff or utilized within a company's training program.

"Retail and foodservice operators have a direct connection with the people that consume the beef raised by my family and the entire beef community, and so it's important that we share the knowledge and insights on the care that goes into raising American's favorite high-quality protein," said Sid Viebrock, a beef producer from Washington and chairman of the checkoff's Value Subcommittee. "Because of this, we saw an opportunity to create a forum for increased engagement with those who are on the front lines serving and selling beef every day."

The online community enables users to directly connect with beef subject matter experts and share feedback on resources, express interest in additional education needs and more. To explore the fully-customizable and free resources, become a member of the Beef U online community at www.BeefRetail.org/BeefUniversity.aspx or www.BeefFoodservice.com/BeefUniversity.aspx.

About the Beef Checkoff

The Beef Checkoff Program (www.MyBeefCheckoff.com) was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. In states with qualified beef councils, states retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

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