



Funded by the Beef Checkoff

HISTORY OF EXTERNAL BEEF CHECKOFF PROGRAM REVIEWS AND ASSOCIATED PROJECTS

Commissioned Research/Study:
Performance Efficiency Measures (PEM)
Consultant:
Ketchum – PR & Marketing Communications Consulting

Commissioned Research/Study:
Detailed Beef Demand Index Project
Researcher:
Kansas State University

Commissioned Research/Study:
Performance Efficiency Measures (PEM) & Training
Consultant:
Rockland Dutton Research & Consulting

 Program Reviewed:
Producer Communications
Contractor:
Cattlemen's Beef Board

Commissioned Research/Study:
Assessing U.S. Beef Demand Situation Presented by New Plant-Based Protein Offerings
Researchers:
Kansas State University & Purdue University

Program Reviewed:
Veal Promotion
Contractor:
North American Meat Institute/ New York Beef Council

 Program Reviewed:
Beef. It's What's For Dinner. Promotion
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Northeast Consumer/ Supply Chain Engagement
Contractor:
Meat Import Council of America/ Northeast Beef Promotion Initiative

Commissioned Research/Study:
ROI Study
Researcher:
Cornell University



Commissioned Research/Study:
ROI Study
Researcher:
Cornell University

Commissioned Research/Study:
Beef Demand Determinants Study IV
Researchers:
Kansas State University & Purdue University

Commissioned Research/Study:
ROI Study
Researcher:
Cornell University

Program Reviewed:
Beef-Based Curriculum Resources
Contractor:
American Farm Bureau Foundation for Agriculture

 Program Reviewed:
Producer Communications – Check-in from 2018 Review
Contractor:
Cattlemen's Beef Board

 Program Reviewed:
Sustainability Research Tactic
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Antibiotics Symposium
Contractor:
National Institute for Animal Agriculture

Program Reviewed:
Beef Advocacy Training & Engagement Tactic
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Beef Quality Assurance Tactic
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Veal Quality Assurance
Contractor:
North American Meat Institute

Program Reviewed:
Nutrition Research & Scientific Affairs
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Consumer Market Research
Contractor:
National Cattlemen's Beef Association

 Program Reviewed:
Meat Demand Monitor
Contractor:
U.S. Cattlemen's Association/ Kansas State University

Research/studies commissioned by the Checkoff Evaluation Committee.

Programs are selected by the Checkoff Evaluation Committee and are independently reviewed by a third-party organization.