



## BEEF DRIVES HIGHER TOTAL STORE SALES

The **California Beef Council's** (CBC) mission is to position the California beef community for sustained beef demand growth through promotion, research and education. Mandated by the California Food and Agricultural code, with oversight from the California Department of Food and Agriculture, and funded by The Beef Checkoff, the CBC extends the **Beef. It's What's For Dinner®** campaign on a state-level.



(click to learn about the Retail RD Nutrition Toolkit)



(click to learn how Google AI powers a beef expert)

## YOUR PARTNERS IN INCREASING BEEF SALES

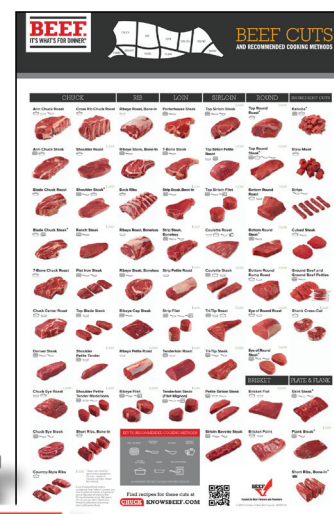
We're united in the goal of increasing beef sales: we benefit when your sales rise.

Think of us as complimentary consultants, backed by the beef industry.

### AVAILABLE COMPLIMENTARY RESOURCES:

- Beef API that allows retailers to integrate beef cut imagery, beef recipes, nutritional data, and more directly into your website or app
- Chuck Knows Beef, powered by Google Artificial Intelligence and available on Google Assistant, can help your shoppers select the right beef cut and learn how to properly cook it
- Market research data on e-commerce, online shopper behavior insights and consumer preferences about beef
- Supply chain channel intelligence and sales data
- Expert insights into meat science, food safety, beef's nutrition, beef production, issues management, beef product marketing and the industry's sustainability
- Pasture to Plate Beef Tour and Beef Leadership Summit (returning in 2022)

- Marketing materials including raw and cooked beef photos, recipes, cutting videos, educational videos, beef cut charts and educational infographics
- Educational programs for your staff to beef up their knowledge on cuts, grades, cooking techniques and quality assurance



### TAP OUR EXPERTISE

**Christie Van Egmond**

Director, Retail & Foodservice Marketing

christie@calbeef.org | P: 916.925.2333, ext. 11



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**CHUCK**  
KNOWS BEEF