



# BEEF MAKES EVERY MENU BETTER

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 five ways beef leads to big profits)

# BEEF MEANS BUSINESS



(click to learn about BEEFoodservice mobile app)

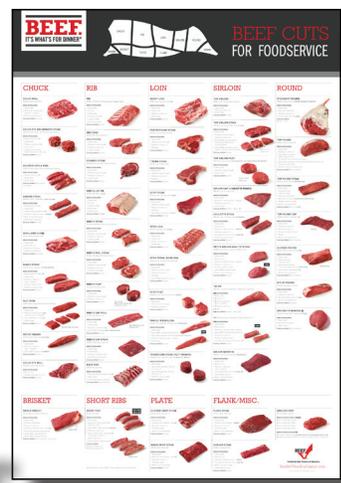
## YOUR PARTNERS IN INCREASING BEEF SALES

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:

- BEEFoodservice mobile app available to download FREE on the Apple App Store and Google Play Store
- "Beef 101" training presentation decks
- Market research data on consumer preferences about beef
- Supply chain channel intelligence 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

- 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



Scan to download BEEFoodservice mobile app