



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.



[\(click to learn about the Retail RD Nutrition Toolkit\)](#)

BEEF MEANS BUSINESS



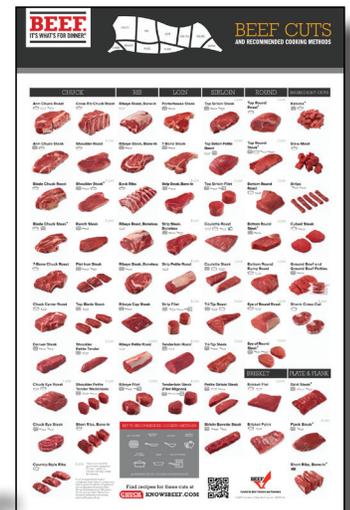
[\(click to gain insights on today's beef consumer\)](#)

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
- "Beef 101" training presentation decks
- 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
- 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

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Scan to explore the Retail Portal