

U.S. beef production practices. The Masters of Beef Advocacy (MBA) grassroots network has grown to some 1,500 graduates in 43 states and the District of Columbia.

PRODUCER COMMUNICATIONS

Producer communications provided more than 25 million paid media opportunities for producers and importers to get to know their checkoff. This effort was supported through more than 5,000 news articles; video news releases aired on more than 600 stations; delivery of more than 100,000 newsletters; and participation in 15 industry trade shows. Online, viewers accessed more than 240,000 pages during 90,000 visits to www.MyBeefCheckoff.com and participated in more than 5,000 interactions on checkoff social-media sites.

RETAIL

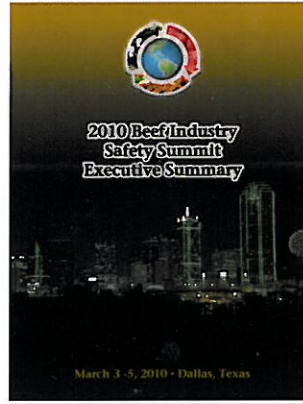
Simple Steps to Creating Your Favorite Steaks and Roasts



The retail team focused efforts on keeping beef top-of-mind with consumers as the weak economy continued to shape buying behavior. Many new retailers introduced checkoff-funded programs such as Beef Alternative Merchandising (BAM) and Slice and Save to help shoppers stretch their grocery dollars. Through partnerships with national packaged goods companies, more than 100 million coupons and rebates were issued in the retail channel to encourage consumers to buy beef and help keep it affordable. To help strengthen beef's position among Hispanic consumers, a retail pilot test using Spanish-language

materials produced notable results: Participating locations achieved higher traffic at the meat case and significant sales volume increases during the test period.

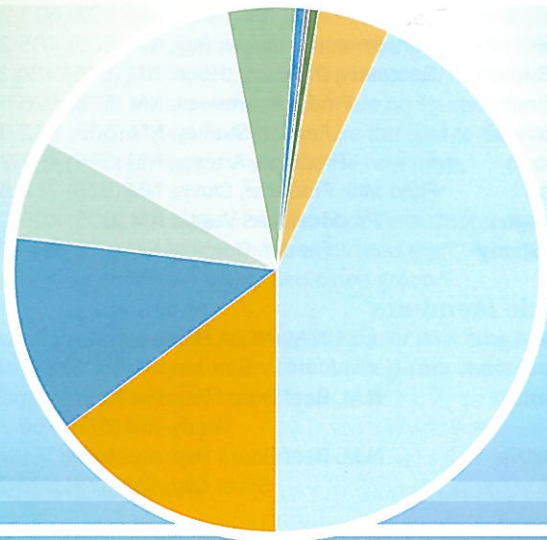
RESEARCH, EDUCATION AND INNOVATION



The checkoff's REI team works in several areas that are important to insuring consumers have beef options that are delicious, nutritious and safe. The checkoff's product enhancement research studies muscle traits and characterization, muscle tenderness and yield, flavor and palatability, carcass trait genomics and new technologies that lead to better products. Meanwhile, beef safety research advances the knowledge of

pathogens with a focus on *E. coli* O157:H7, *Salmonella* and non-O157 *E. coli* while tracking other pathogens, and promotes industry-wide cooperation to address safety threats. Human nutrition research provides scientific evidence showing how lean beef's high-quality protein and essential nutrients help Americans get important nutrients, improve cholesterol, manage diabetes, and maintain bone health and muscle mass. The culinary innovations team puts it all into practice. In FY 2010, the team conducted applied grill cookery research on 60 grilling cuts; developed and tested more than 100 new recipes; and participated in 42 state beef council/industry meetings to showcase new beef recipes. In FY2010, the Beef Innovations Group (BIG) focused on creating six new round cuts and several new processing applications and launched eight new beef convenient products, while the Beef Quality Assurance team provided cattlemen numerous instructional videos on topics such as antibiotics or cattle handling, to demonstrate the importance of BQA certification for producers.

Cattlemen's Beef Board



Fiscal Year 2009 Expenditures*

Does not include State Beef Council Investments

Promotion	\$17,363,247
Research.....	\$6,005,414
Consumer Info.....	\$4,865,392
Industry Info.....	\$2,496,023
Foreign Marketing.....	\$5,541,045
Producer Comm	\$1,663,035
Program Evaluation.....	\$308,614
Program Development.....	\$87,409
USDA Oversight	\$236,993
Administration	\$1,697,912