

Partnerships in Action Conference/Oct. 9-11, 2018

State Beef Council Representatives Explore
2019 Beef Checkoff Efforts at Federation Event

The Indiana Beef Council Joins State Staff from Across the Country at Partnerships in Action Conference

Representatives of beef councils in 27 states, including the Indiana Beef Council, attended the Partnerships in Action Conference Oct. 9-11 to learn more about the national 2019 Beef Checkoff Program of Work and discuss ways those efforts could be expanded in Indiana and across the country. Seventy-eight state staff representatives attended the event, which was held near Denver in the offices of the National Cattlemen's Beef Association, a contractor to the Beef Checkoff Program.

Attending from the IBC was Maggie Daily the Education and Industry Relations Director.

Among PIA items of discussion were elements of the "*Beef. It's What's For Dinner.*" brand and web site, including the "Rethink the Ranch" effort to celebrate and highlight the people who raise beef and bring it to market. New technology to help deliver beef nutrition information, culinary inspiration and recipes to consumers and promotions on social media platforms and in other places consumers and influencers are plentiful were also topics of interest.

The PIA is checkoff-funded and coordinated by the Federation of State Beef Councils, which is supported by, and provides support to, the Indiana Beef Council and other state beef councils. The Federation was established in 1963 by grassroots producers around the country as a more concerted and focused effort to conduct national beef research and promotion programs. The IBC was established in 1975.

The Federation of State Beef Councils is a division of NCBA, a contractor to the Beef Checkoff Program. The mandatory \$1-per-head national Beef Checkoff Program was created by an act of congress in 1985 and is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture.



Funded by the Beef Checkoff