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Direct Marketing Beef? Beef Checkoff Hosts Marketing Webinar Series

Rome, NY (December, 2020)— COVID-19 has greatly impacted consumers' day to day life and food purchasing, but throughout 2020 we continue to see a strong demand for beef. Many consumers are turning to local farmers to meet this demand. The New York Beef Council will be hosting a series of webinars throughout the winter for beef farmers marketing beef direct to consumers.

Join Jean O'Toole, Executive Director of the New York Beef Council as she shares her passion & tips of best practices for marketing your farm and beef direct to consumers. Jean has 15 years of experience in marketing and promoting beef and a previous career in foodservice. All webinars are free and will be hosted via Zoom.

Learning Your Beef Cuts

Thursday, January 14th
7:00 PM—8:00 PM

Marketing & Cooking Underutilized Cuts

Thursday, February 11th
7:00 PM—8:00 PM

Adding Value to Your Marketing Display

Thursday, March 11th
7:00 PM—8:00 PM

For more information visit www.nybeef.org/farmers-fencepost. Pre-register to Katherine Staiger, kstaiger@nybeef.org or 315-339-6922.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Beef Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board (CBB), which administers the national Beef Checkoff program, subject to USDA approval. Consumer-focused and producer-directed, CBB and its State Beef Council partners are the marketing organization for the largest segment of the food and fiber industry.