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Contact: Todd Inglee, Colorado Beef Council  
Phone: 303-830-7892  
Email: [todd@cobeef.com](mailto:todd@cobeef.com)

## **Colorado Beef Council Develops Directory to Connect Consumers to Local Beef**

ENGLEWOOD, CO (April 1, 2020) – The Colorado Beef Council (CBC) has created an online directory to help connect Colorado farms and ranches that sell beef with consumers who want to buy it. The Colorado Beef Directory will help educate consumers about beef sourcing and allow them to purchase directly from Colorado producers who sell local and freezer beef.

“Today’s global challenges have shown us that consumers want to support their local economies,” says Todd Inglee, CBC Executive Director. “We’ve also seen a growing desire by consumers to learn more about how beef is produced and where they can find direct marketing opportunities. This beef directory is a resource for helping make that connection.”

Colorado beef producers wanting to submit their operation for this CBC service can go [here](#). The form allows farms and ranches to self-list to the directory. The directory will be housed on the CBC web site at [www.cobeef.com](http://www.cobeef.com). The form for producers is also housed on the site under the Cattlemen’s Corner section.

“We raise some of the country’s best beef in this state, and Colorado consumers deserve to have the opportunity to directly take advantage of that,” says Inglee. “CBC is proud to help fill a need for presenting more consumer beef purchasing options.”

Listings will include the farm/business address, phone number, email address and website links, allowing consumers to reach them directly. Questions received by CBC about the company will be directed back to the company.

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The Colorado Beef Council (CBC) manages demand building programs for Colorado’s \$3.4 Billion beef industry. CBC operates under the guidance of its Board of Directors who are appointed by the Governor of the state of Colorado and represent the producer, feeder, dairy, beef distributor, beef marketer, and processor segments of the industry.

Funded by the \$1 per head beef checkoff assessment on all cattle sold in the state, CBC retains half of each dollar collected for state level programs and forwards the other half to the Cattlemen’s Beef Board (CBB) for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities.