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## **Fox TV's MasterChef to Feature "Beef. It's What's For Dinner."**

*Popular Beef Cuts will be Focus of July 18 Episode*

ENGLEWOOD, CO (July 17, 2019) – Thanks to an investment from the Federation of State Beef Councils, an upcoming episode of a popular Fox TV network food show will feature Beef Checkoff-funded *"Beef. It's What's For Dinner."*

As part of its biggest and toughest season yet, MasterChef Season 10 has partnered with the Beef Checkoff to bring viewers the beefiest Backyard BBQ challenge. [Tune in to Fox on Thursday, July 18 at 8/7c](#) to see how chefs use various popular beef cuts in the challenge.

"Having beef as the main focus on one of the most popular cooking shows on TV demonstrates the valuable role state beef councils play supplementing national demand building programs via the Federation," explains Sallie Miller, cattle producer and Colorado Beef Council Chair.

Featuring *"Beef. It's What's For Dinner."* on MasterChef is a sure way to put beef on the forefront to millions of consumers throughout the country. When consumers are able to see easy, fun and enticing ways to incorporate beef into their next meal, they are more likely to purchase beef on their next trip to the grocery store.

Miller, also Region 5 Executive Committee member for the Federation of State Beef Councils, adds, "The beef industry is using innovative and creative methods to connect to today's consumers, and having beef featured on this show is a win-win that will last in consumers' minds long after the program is aired."

On Friday, July 19, [visit BeefItsWhatsForDinner.com](#) to see the winning recipe, learn more about the cuts featured on the show and see other MasterChef-inspired recipes being promoted to consumers for them to share with their family and friends at their own backyard BBQs.

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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, livestock marketer, purveyor, 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.