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U.S. Beef Industry Showcased During Japanese Trade Delegation Tour of Colorado

Colorado Beef Council illustrates U.S. beef promotion and marketing for international audience

ENGLEWOOD, CO (March 6, 2023) - The Colorado Beef Council (CBC) recently helped engage a Japanese trade delegation representing Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) on the U.S. beef industry's approach to beef marketing, preparation, and trade. The two-day program, hosted by Colorado State University's (CSU) Center for Trade Excellence, highlighted Colorado as a focal point for international marketing of U.S. beef.

"This was a great opportunity to share the beef industry's story with representatives and decision makers of one of the top U.S. export markets," explained CBC Chair John Scanga, Ph.D.

CBC collaborated with state and national partners to help share that story with Japanese delegates. During informational sessions, Todd Inglee, CBC Executive Director, explained the role of the Beef Checkoff and its use in beef promotion both domestically and internationally. Inglee highlighted Colorado-specific projects that have made an impact for the state's beef consumers.

"I appreciated the opportunity to share how the U.S. beef industry markets its product domestically, and highlight some of the effective programs the Colorado Beef Council has conducted to consumers throughout the state," said Inglee. "The Japanese delegates communicated the value of an industry led promotion program like the Beef Checkoff, and they admire the results we've shown over the last 35 years."

Beyond Colorado specific initiatives, Cattlemen's Beef Board CEO Greg Hanes expanded Checkoff conversations, discussing international beef marketing programs. To conclude the event, Chef Jason Morse of 5280 Culinary, demonstrated merchandising and beef preparation in the Terra test kitchen on the CSU SPUR campus in Denver.

Colorado served as an exceptional model for showcasing American beef. While learning about U.S. beef production, domestic and international marketing programs, as well as American beef cooking techniques, the Japanese delegates not only visited CSU's SPUR campus, but also toured CSU's Global Food Innovation Center, the National Cattlemen's Beef Association (as a contractor to the national Beef Checkoff), and Colorado Premium, all located along Colorado's Front Range.

As CBC continues to work for Colorado's beef industry to increase demand and consumer confidence, collaboration on events that influence both domestic and international beef marketing is key to

continually improving the Beef Checkoff's return on investment. The ability to keep Colorado front and center for the Japan MAFF delegation was an important step toward achieving that mission.

"These delegates represent very sophisticated marketing programs in Japan," Scanga said. "It's important that we take advantage of these types of opportunities to communicate the value U.S. beef brings to the table."

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The Colorado Beef Council (CBC) manages demand and consumer confidence 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