



For Immediate Release

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Colorado Beef Council Hosts Farm Tour

Outreach shares production practices with consumer influencers

DENVER (June, 8, 2023) – The Colorado Beef Council (CBC) recently hosted its annual Beef Industry Farm Tour with over 20 participants including medical and school nutrition professionals, and members of the all-consumer BEEF Running Team (also known as Team BEEF).

The tour gave attendees the opportunity to learn and experience first-hand what is involved in the production of beef from the cow-calf to the feedyard segments of the industry. Stops along the tour included Coyote Ridge Ranch and the Five Rivers – Kuner Feedyard. Through the educational afternoon, tour participants engaged in dialog directly with cattle producers, asked a lot of questions, learned about how technology is utilized in both breeding decisions and animal nutrition, and saw how beef producers implement a wide range of animal welfare practices. They even got to enjoy a hayride along the way.

In a post-event survey, one attendee stated, “What really caught my attention was the interconnectedness between breeding, feeding, genetics, and land management – it was truly impressive!” Another attendee said, “I left the tour with a newfound appreciation for the hard work and dedication that goes into farming and ranching.”

Understanding the great interest from fellow medical professionals in how food is grown and raised, but also recognizing the large disconnect between the two, Kate Schulz, CBC consulting dietitian commented, “I believe collaboration is key between agriculture and medical professionals because we all have the same goal – to help the consumer. Providing an opportunity for individuals to hear first-hand from producers helps bridge that gap.”

In a post-tour survey of participants, 100% of those who responded indicated that what they learned and saw on the farm tour positively impacted their perception of the beef industry. Additionally, most of the participants indicated that this experience will have a positive impact on their food purchasing in the future.

The Colorado Beef Council began hosting farm tours several years ago because of the lack of connection between consumers and beef producers. By offering immersive experiences for health professionals and consumers to learn about beef production and the families and communities beef production supports, CBC is able to facilitate a positive impact on industry perceptions.

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About the Colorado Beef Council

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 cattle raiser, cattle feeder, dairy, beef distributor, beef marketer, and beef 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 education, nutrition, marketing/promotion, and communication programs and forwards the other half to the Cattlemen's Beef Board for national level programs. USDA-Ag Marketing Service provides oversight for all CBB and CBC programs, services, and business activities. For more information, visit www.cobeef.com