



FOR IMMEDIATE RELEASE

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CBC Encourages Coloradoans to Celebrate Beef Month

March kicks off with statewide events that support Colorado's love of beef

ENGLEWOOD, CO (March 9, 2022) – March officially kicks off BEEF Month in Colorado. In recognition of the impact that Colorado's beef industry has on the state, the Colorado Beef Council (CBC) is encouraging consumers, beef producers, retailers, foodservice, and other supply chain partners to celebrate with free promotional materials that help promote beef.

Over the past three years, communities and businesses throughout Colorado have taken time during March to celebrate the nutritional, environmental, economic, and cultural contributions the beef industry provides the state. In fact, the celebrations have taken on a life of their own.

"It's amazing to see the turn out for community events during Beef Month gatherings," says CBC Chair John Scanga. "Not only do they celebrate their local culture, but they also have barbecues and almost each one raises an amazing amount of money for local charities and causes – it's amazing," he adds.

To supplement the multitude of beef-centered celebrations planned across the state, CBC is offering individuals, groups, retailers and restaurants promotional materials at cobeef.com. Click on the 'Learn More' button on the bottom of the home page to:

- Order – free of charge – bumper and window stickers, flags and banners
- Find links to valuable beef resources, infographics, and videos
- Access the Beef Gear Store, an online apparel shop that benefits the industry-backed Beef Sticks for Backpacks organization which provides quality, high-protein beef sticks to school backpack programs across Colorado

CBC Executive Director Todd Inglee points out, "During crazy times, it's encouraging that communities and neighborhoods across the state band together and celebrate what makes Colorado great – good food and good people." Inglee adds, "Beef Month is a great opportunity to reach out and do something together – do something that helps others...that's what Colorado's beef industry does best."

Other tools on CBC's website are geared toward promoting beef and enhancing 'Colorado BEEF Month' events. These include an extensive beef recipe catalog, alongside information for consumers, retailers, and restaurants about cooking beef, and how beef can be part of a healthy diet. Don't forget Colorado's beef producers during BEEF month – scroll through CBC's producer profiles and search the Local Beef Directory where consumers can find links to over 100 ranches who have direct marketing programs.

Cattle ranching and beef production alone contribute more than \$3.4 billion in cash receipts to Colorado's agricultural industry, the second largest economic sector in the state. Agriculture provides Colorado with more than 195,000 jobs and generates \$47 billion in direct and indirect economic activity annually.

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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

Stickers Available



Banners Available

