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CBB Releases 2005 Annual Report

News release by the Cattlemen's Beef Promotion and Research Board

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— Jay O’Brien

CENTENNIAL, CO (Feb. 8, 2006) — The 2005 annual report of the Cattlemen's Beef Promotion and Research Board (CBB), released at the Cattle Industry Annual Convention in Denver, Colo., highlights some of the leading promotion, research, information and education programs funded by cattlemen and importers through their beef checkoff investments during the last year.

In addition, the report provides detailed, audited financial information for the 2005 fiscal year, which ran Oct. 1, 2004, through Sept. 30, 2005. It further includes state-by-state checkoff revenue listings and compares 2005 expenditures to those in 2004.

“As a producer, I’m extremely pleased with the accomplishments of my checkoff dollars in 2005,” said newly seated CBB Chairman Jay O’Brien, a cattleman from Texas. “This report outlines some of the ways that we focused on building demand for beef through a variety of programs centered on beef safety, nutrition and promotion.”

During the last fiscal year, O’Brien said, checkoff programs varied from the highly visible “Beef. It’s What’s for Dinner.” radio and

print advertising promoting beef and veal to research efforts tightly focused on maintaining the U.S. beef supply as one of the safest in the world. In addition, beef checkoff dollars were invested in efforts to educate consumers and nutrition influencers about the naturally nutrient-rich qualities of beef and in foreign marketing efforts to rebuild demand for U.S. beef abroad.

“Consumer demand for beef has grown more than 20% since 1998, and this annual report shows that the results of checkoff programs were extremely positive in 2005,” O’Brien said. “We’ve set a solid base on which to proceed as we start under our new Beef Industry Long-Range Plan toward a goal of building beef demand another 10% by 2010.”

Free copies of the 2005 CBB annual report are available by writing to the Beef Board at 9110 E. Nichols Ave., Ste. 303, Centennial, CO 80112; by calling (303) 850-3465; or by sending an e-mail to beefboard@beefboard.org. The annual report for 2005 and several years previous are accessible online at www.beefboard.org by clicking on the “Financial & Audit” button on the home page, and then on the “2005 Annual Report” button.



Editor's Note: This release is adapted from a press release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the “Press Releases” link at www.beefboard.org.