

PRIME BEEF UPDATES

A monthly page dedicated to the beef and dairy industries, The Beef Checkoff and The PA Beef Council.

Editor's Note: This is part of a monthly series of timely articles and information from the Pennsylvania Beef Council, a non-profit organization focused on strengthening Pennsylvania's beef industry.

Quality Care Matters

Stockmanship & Stewardship Comes To Pennsylvania

Join us for a full day of hands-on learning at the Stockmanship & Stewardship Event, designed to give producers real-world cattle handling experience. Attendees will rotate through live demonstrations with Dr. Ron Gill and Curt Pate, and interactive classroom sessions covering calving, euthanasia, and facility design for stockmanship. The day emphasizes practical, low-stress cattle handling techniques and teamwork. We'll close the event with an evening learning session and dinner hosted by Certified Angus Beef®. RSVP opens this November!

STOCKMANSHIP

STEWARDSHIP

SAVE THE DATE

MARCH 28, 2026

STATE COLLEGE, PA

PA BEEF COUNCIL

Funded by Beef Farmers and Ranchers

NCBA

National Cattlemen's Beef Association

Beef Quality Assurance

PENNSYLVANIA BQA

Beef Quality Assurance

SAVE THE DATE
RECERTIFICATION
LEVEL 1 & 2 TRAINING

C DAVIS FARMS
363 MILL HALL RD
FORD CITY, PA 16226

5-6 PM - RECERT
FOR PRODUCERS ALREADY CERTIFIED
6 PM - DINNER
6-9 PM BQA LEVEL 1 & 2
OPEN TO ALL PRODUCERS

WEDNESDAY, DECEMBER 10, 2025
RSVP AT [PA-BQA.ORG/EVENTS](https://pa-bqa.org/events)

Intensive Biosecurity Workshops

RSVP to Open Soon!

Check out: [PA-BQA.Org](https://pa-bqa.org) to learn more!

PENNSYLVANIA BQA

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PA BEEF COUNCIL

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Checking in with the Checkoff

The Beef's Best Concession Stand Contest is Back for its Second Year!

The Northeast Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff, has once again been named the Preferred Protein of the Pennsylvania Interscholastic Athletic Association (PIAA). NEBPI and PIAA are now accepting entries for the second annual Beef's Best Concession Stand Contest, celebrating the best concession stands at 2025 fall high school sporting events across Pennsylvania. The winning school will receive a \$250 cash prize for its program, along with a commemorative plaque, display banner, and T-shirts, while the first 10 schools to enter will receive a beef-themed swag kit. Entries close Nov. 4.

2025 FALL

BEEF'S BEST PA CONCESSION STAND

CONTEST

WINNER RECEIVES: \$250 CASH PRIZE, A PLAQUE, DISPLAY BANNER, T-SHIRTS, A SWAG KIT AND A RECIPE GUIDE.

APPLY HERE

BEF

PREFERRED PROTEIN OF THE

IT'S WHAT'S FOR DINNER

Redesigning the Plate: How Beef Driven Menu Strategies Can Combat Today's Menu Cost Challenges

The Northeast Beef Promotion Initiative has facilitated a multi-month partnership with Total Food Service, an industry publication which delivers the latest restaurant business news, industry trends, and more. The August 2025 issue includes a comprehensive interview surrounding beef's role as a menu strategy in today's high-cost environment. Take a moment to read the interview at totalfood.com.

BEF

IT'S WHAT'S FOR DINNER

Funded by Beef Farmers and Ranchers

Your Partner in Increasing Beef Sales

The Beef Checkoff aims to boost beef demand by offering valuable information and resources to industry leaders. They proudly support the *Beef. It's What for Dinner.*® brand and act as complimentary consultants backed by the beef industry. Explore the available resources below to learn more.

The Beef Checkoff helps drive beef sales by providing:

Market Insights: Consumer trends, sales data, and pricing updates.

Cutting Resources: Charts, videos, and quality research.

Production Support: Sustainability, BQA, and Beef U training.

Marketing Tools: Images, infographics, and consumer education.

Visit BeefItsWhatsForDinner.com for these valuable resources and more.

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TABLE OF CONTENTS

CUTS

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Beef It's What's For Dinner

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