

PRIME BEEF UPDATES

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

Quality Care Matters

Webinar Series Registration Now Open

FREE

Fall Webinar Series

FIVE WEBINARS 7-8 PM

BROUGHT TO YOU BY:

PA BEEF PRODUCERS

PENNSYLVANIA BQA

Beef Quality Assurance

NORTHEAST BEEF PROMOTION INITIATIVE

Sept. 24



"From Trust to Transaction: Telling Your Beef Story"

Kellie Lasack

ROAN MARKETING & BEEF CATTLEPRODUCER

RSVP Here



Oct. 8



"Selling Beef in Pennsylvania: Rules, Regulations & Requirements"

Dr. Jonathan Campbell PhD & Rob Hess

SCIENTIFIC OUTREACH & TECHNICAL SPECIALIST KERRES USA & BOW CREEK FARM & CATTLE

RSVP Here



Oct. 15



"Your Vet, Your Operation: Building a Working Relationship That Delivers"

Jennifer Kauf, VMD & Bob Van Kirk

LEGACY LIVESTOCK VETERINARIAN SERVICE & 4 SEASONS FARM LLC

RSVP Here



LOGO INDICATES ELIGIBLE BQA RECERTIFICATION WEBINARS

Don't miss out, RSVP today!

Did you know? Beef Checkoff Edition

BEEF AND VEAL IN THE CLASSROOM

FY25-26 RECAP

13,390

STUDENTS REACHED

The program was active in 47 counties across the state, covering 70% of the commonwealth.

"This program gave students the chance to enjoy a great meal while learning about the importance of agriculture and the beef industry. Many students prepared ground beef for the first time and were excited to take that experience home to their families." – **Abigail Mehalic, Greater Latrobe School District**



The PA Beef Council's Beef and Veal in the Classroom program provides financial support (in the form of grants) to support the use of beef and veal products in middle and high school Family and Consumer Science classrooms. Educators are also provided with turnkey educational materials to execute comprehensive protein lessons with their students.





Checking in with the Checkoff

Beefing Up National Efforts in Pennsylvania with Little League® World Series Partnership

BEEFING UP BACKPACKS

HONEY BBQ SEASONED

BEEF STICK

ARTIFICIALLY COLORED

SMOKE FLAVORING ADDED

GLUTEN FREE

MADE FROM

PA BEEF FOUNDATION

LEARN MORE



NET WT. 1 OZ.

MADE IN THE USA

100% BEEF

NEARLY 12,000

SHELF-STABLE BEEF STICKS

will be provided to weekend backpack programs serving students in all 8 Lycoming County school districts, helping ensure LOCAL LYCOMING COUNTY YOUTH have the protein they need to grow, learn, and thrive.

JOIN US IN MAKING A DIFFERENCE BEYOND THE BALLFIELD

The PA Beef Foundation and Pennsylvania Beef Council are teaming up to give back to the local community through the Beefing Up Backpacks program.

Learn more at www.pabeef.org/pabeefoundation

Every donation helps provide a high-quality, shelf-stable 1 oz. beef stick to youth facing food insecurity through weekend backpack and feeding programs across PA.



Funded by Beef Farmers and Ranchers

The PA Beef Foundation, in partnership with the Pennsylvania Beef Council, is launching the Beef Giving Back Program through its Beefing Up Backpacks initiative during the Little League® World Series. The community outreach effort will provide more than 12,000 shelf-stable, 1-ounce beef sticks to weekend backpack feeding programs serving children across all eight Lycoming County public school districts. The initiative complements Beef. It's What's For Dinner.®, as the Official Sponsor of the Perfect Home Plate during the League World Series by creating a local charitable effort focused on supporting children and families in the event's host community.

The Beef Giving Back Program will support backpack programs in all eight Lycoming County public school districts, including East Lycoming School District, Jersey Shore Area School District, Loyalsock Township School District, Montoursville Area School District, Montgomery Area School District, Muncy School District, South Williamsport Area School District and Williamsport Area School District.





As Official Sponsor of the Perfect Home Plate, Beef. It's What's For Dinner. hosted a unique player meal for the participants of the Little League Baseball® World Series in Williamsport, Pennsylvania. The Beef meal fueled players with the high-quality protein and nutrients they needed before the competition began at the world's largest youth sports event. Pennsylvania Beef Producers and PBC Staff attended to interact with the athletes and assist with the event.