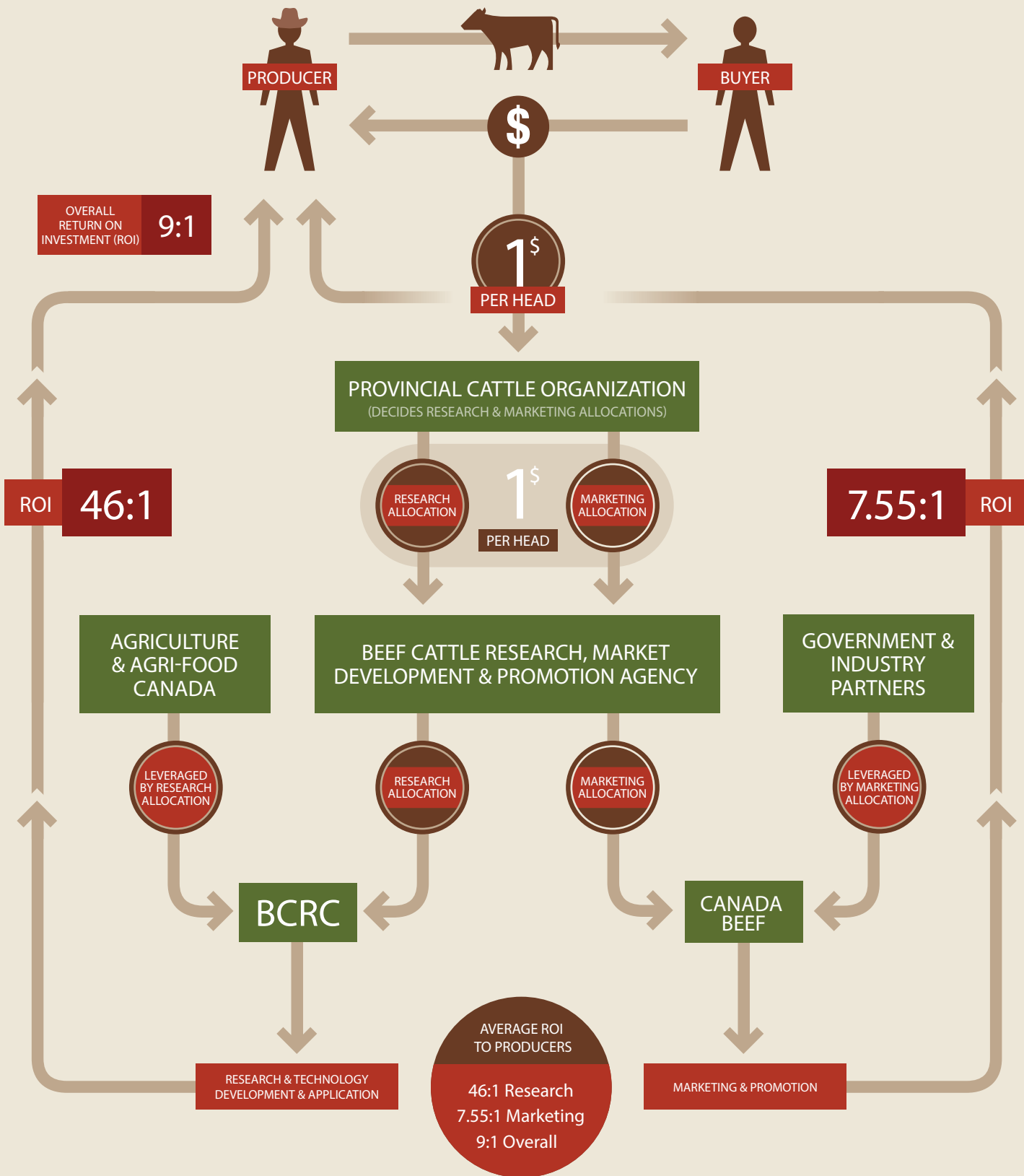


NATIONAL CHECK-OFF



EXAMPLES OF RESEARCH ROI:

- Feed efficiency and forage & grassland research to minimize feed costs and labor
- Animal health research to reduce costs associated with treatment, reduced performance or death
- Beef quality and food safety research to enhance consumer satisfaction and food safety

EXAMPLES OF MARKETING ROI:

- Optimize the value of Canadian beef products
- Maximize domestic demand for beef products
- Maximize international demand for Canadian beef products