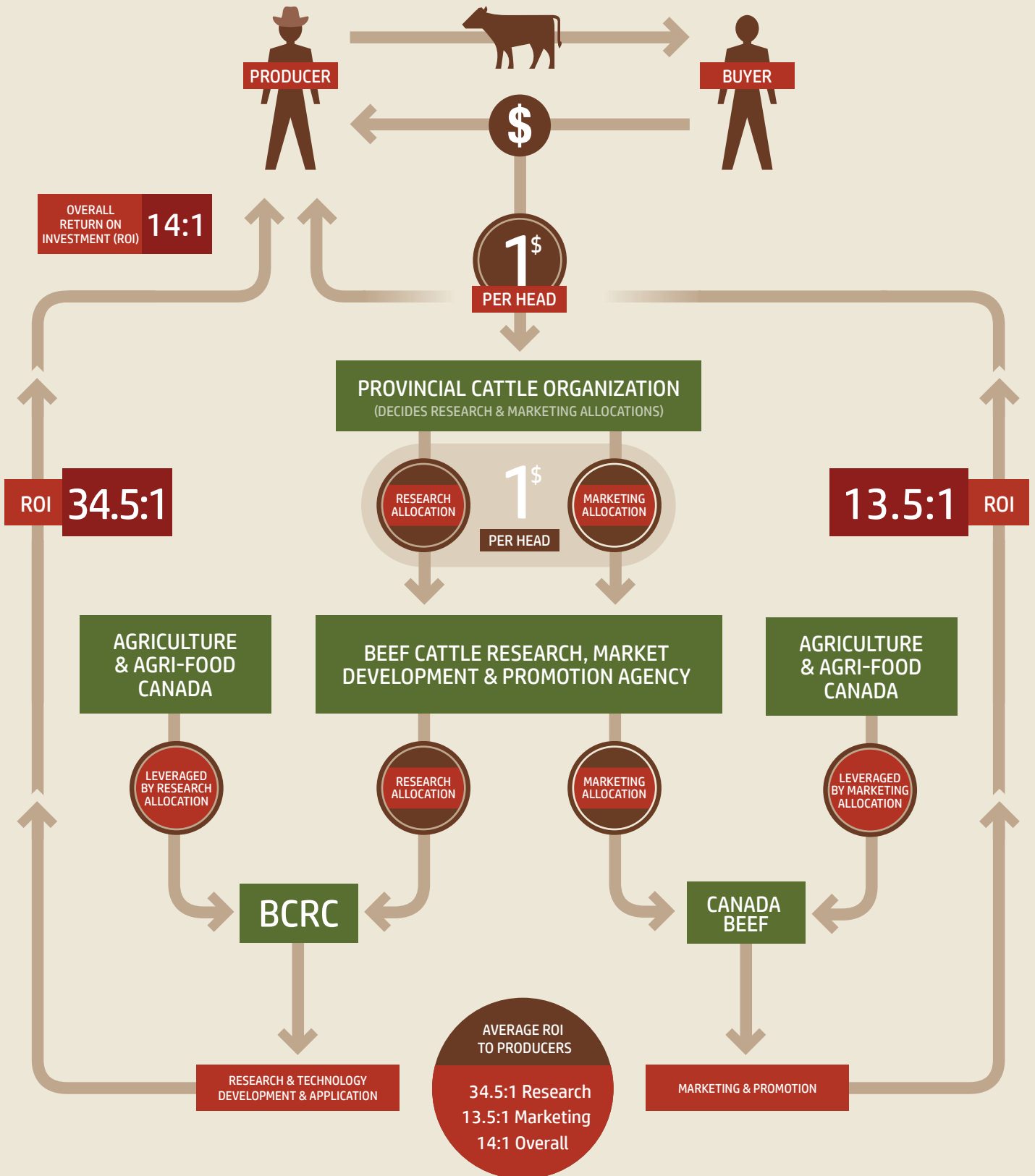


NATIONAL CHECK-OFF



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