

Federation of State Beef Councils Sponsors the Beef. It's What's For Dinner. 300

Support from Montana Beef Council brings Beef. It's What's For Dinner. to broadcast television in NASCAR's season-opening race

BILLINGS, MT (February 1, 2021) – The Federation of State Beef Councils, on behalf of the Beef Checkoff, has partnered with the Daytona International Speedway to sponsor the 40th season-opening race for the NASCAR Xfinity Series - the **Beef. It's What's For Dinner.® 300**. The event is set for a 5 p.m. ET start on Saturday, Feb. 13, the day before the 63rd Annual DAYTONA 500. Additional support from the Montana Beef Council will extend consumer outreach at the Speedway on race day, enhance *Beef. It's What's For Dinner.* signage on the track and make television advertising possible.

“Despite the extraordinary and challenging circumstances 2020 dealt cattle farmers and ranchers across the country, they persevered to keep the delicious beef Americans know and love on store shelves,” said Clay Burtrum, Federation Division Vice Chair for the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff. “This sponsorship celebrates all the industry has overcome in this historic year for beef, which demonstrated that Americans continue to choose beef as their preferred protein.”

With production support from NCBA, this historic partnership provides an opportunity for the *Beef. It's What's For Dinner.* brand to return to broadcast television for the second time since 2003. In December, *Beef. It's What's For Dinner.* returned to broadcast television after 17 years, airing a limited number of ads during the Hallmark Channel’s Countdown to Christmas movies.

In addition to production support, NCBA, will be hosting a satellite media tour featuring celebrity chef Hugh Acheson. Chef Acheson will be interviewed by television and radio stations across the country to talk about the **Beef. It's What's For Dinner.® 300** and share delicious beef recipes that are perfect for tailgating, or homegating, on race day.

Brett Dailey, Montana Beef Council Vice President said, “Showcasing the *Beef. It's What's for Dinner.* brand on broadcast television allows us to reach even more consumers at home and gives ranchers something to celebrate on a national stage.”

The **Beef. It's What's For Dinner.® 300** expands a current partnership between Beef Checkoff and Daytona International Speedway. In 2020, the track produced “Race Day Recipes” on digital channels in which Speedway President Chip Wile demonstrated his beef grilling expertise to showcase the NASCAR experience - especially to campers and tailgaters who love to enjoy delicious beef recipes as part of their celebration of NASCAR events.

Precautionary measures will require all guests to be screened before entering the facility for the **Beef. It's What's For Dinner.® 300**. Face coverings and six-foot social distancing will be required. Information, including all ticket options and safety protocols, can be found by visiting www.DAYTONA500.com/updates or calling 1-800-PITSHOP.



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About Montana Beef Council

Montana Beef Council is organized to protect and increase demand for beef and beef products through state, national and international consumer marketing programs thereby enhancing profit opportunities for Montana beef producers.

About the Federation of State Beef Councils

The Federation of State Beef Councils is housed by the National Cattlemen's Beef Association (NCBA), which is a national contractor to the Beef Checkoff. The national Beef Checkoff is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture. The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar with support from the Federation of State Beef Councils, and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board for national programming.

About Daytona International Speedway

Daytona International Speedway is a state-of-the-art motorsports facility and was awarded the SportsBusiness Journal's prestigious Sports Business Award for Sports Facility of the Year in 2016. Daytona International Speedway is the home of The Great American Race – the DAYTONA 500. Though the season-opening NASCAR Cup Series event garners most of the attention – as well as the largest audience in motorsports – the approximately 500-acre motorsports complex, also known as the World Center of Racing, boasts the most diverse schedule of racing on the globe. In addition to at least nine major event weekends, the Speedway grounds are also used extensively for events that include concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

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