

Pre-Harvest Beef Safety Research

Checkoff Program Roadmap through 2020



Goal: Protect beef demand through critical science and targeted outreach programs

Research

Pathogens

Salmonella

- Pre-harvest colonization
- Interventions
- Management practices

Other pathogens

Antibiotic Resistance

Risk in perspective
Formation
Prevention

Engagement

Disseminate written content and visual tools
Share results with scientific, industry & influencers
Monitor real or perceived threats

Intended Outcome: Science-based evidence that informs thought leaders to improve the real or perceived safety of beef