



**THE RAW TRUTH  
ABOUT BEEF**



**TRAIN YOUR TEAM**

## Platform goal:

Our goal is for the platform to be a turn-key resource for your company to equip your employees to be more effective in their respective roles.

## The identified need:

Texas Beef Council identified a need for general beef industry educational resources that equip employees of foodservice, culinary, and food distribution corporations to effectively share the beef industry's story through their work.

## Program Description:

The Texas Beef Council is pleased to present the Raw Truth About Beef interactive learning platform. Users of the platform get a behind-the-scenes look at the beef industry and explore the beef production process from pasture to plate. Using engaging videos, the program follows an executive chef and registered dietitian nutritionist on hands-on tours through the beef life cycle. To learn how cattle are raised, they visit a purebred ranch, a cow/calf ranch, and tour a feedyard. Stops at a processing facility, a distributor, a retail store, and a restaurant explore how beef becomes a safe, nutrient-dense protein source.

Each stop on the tour has several learning opportunities built in to guide the learner through an immersive experience.

- **Experience videos:** These videos range from seven to eight minutes and are a synthesis of the facility tour. The cast meets with experts and learns about what happens at each step in the process.
- **Reflection videos:** These videos are between four and five minutes each and include the host debriefing the tour with the chef and dietitian.
- **360-degree videos:** These videos explore different aspects of each stop and allow learners to dig deeper into content that interests them through interactive hot spots.
- **Connect session interviews:** Recorded interviews allow users to dig deeper with experts in the industry. Participants can submit their questions to be addressed in future interviews.
- **Additional resources:** Opportunities for further learning are provided on a vast range of topics from antibiotic use in cattle, food labels, nutrition, and beef preparation.
- **Evaluation:** Pre and post surveys are embedded into the site allows the Texas Beef Council to measure changes in perceptions around the industry.

Users register to gain access to the entire suite of resources and experiences. The general public can log on to [www.rawtruthaboutbeef.com](http://www.rawtruthaboutbeef.com) and access the experience videos as well as select resources.



## How it works:

Working with a contact from your organization, we will select the target audience within your organization. Your selected employees will be invited to experience the Raw Truth About Beef platform.

The data regarding who from your organization completes the experience and their pre and post-survey results will be synthesized and shared with your company.

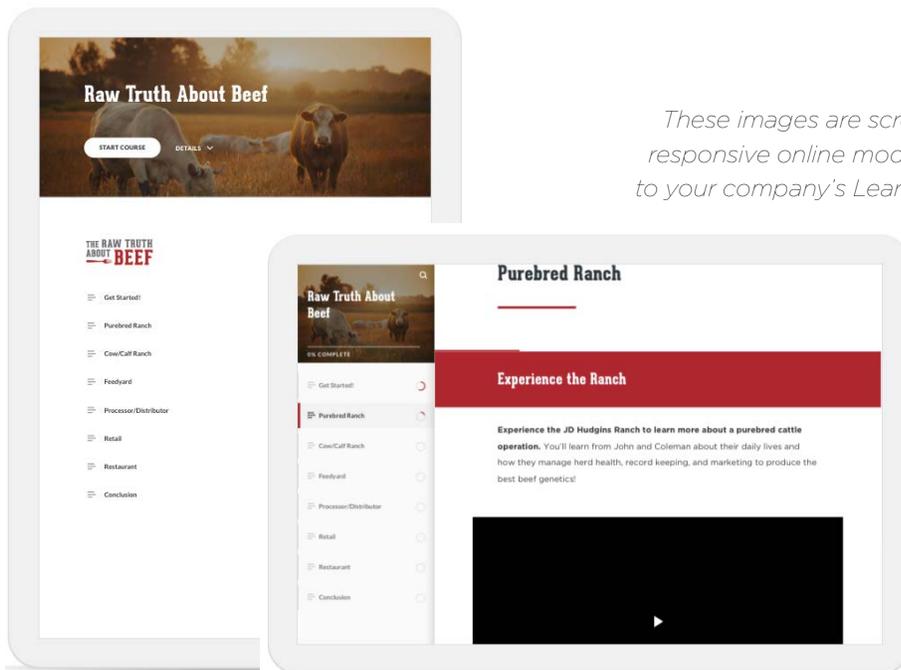
## Technical details:

You can choose to have your employees access the resources in two ways:

- Through the online Raw Truth About Beef platform. Our team will set up your organization in the system and provide you with a unique registration link. Each employee would register on their own using that link.
- The resources have been packaged into a responsive online learning module that could be uploaded onto your company's Learning Management System.

## Next steps:

Are you ready to dive in? Email our education specialist at [info@rawtruthaboutbeef.org](mailto:info@rawtruthaboutbeef.org) to get started!



*These images are screenshots taken from the responsive online module that can be uploaded to your company's Learning Management System.*

