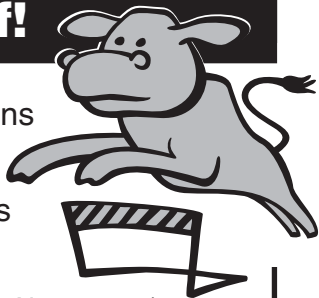


Three Big Hurdles for the Future of Beef!

1. Additional regulatory functions
2. Changing consumer wants
3. Varying marketing structures



Adapted from Michael Boehlje,
(www.choicesmagazine.org, Volume 21, No. 3, 2006)