MARKETING
- Development of marketing strategies
- Support of product marketing
- Promotion of the brands

COMMUNICATION
- Representation at exhibitions and trade fairs
- Arranging of events – beef.ch
- Lobbying in the Government
- Organising of congresses and courses
- Publishing of documents and the quarterly magazine
- Online-database Beefnet

BEEF CATTLE HERD BOOK

beef control
Survey of the production standards