

Web page description

Clicking on the logo directs users back to the homepage (shown). Under the “About” tab, options include “About the association,” “Join” (which opens an application form), “Meet the producers” (which features an interactive map of Nebraska, in which producer “stories” appear when the cursor lands on a specific part of the state), and “Blog” (which opens the Wordpress blog in a new window). Under “Policy,” current issues (e.g. “Ditch the Rule”) can be found. The “Beef Month” tab links to “About Beef Month,” “Event calendar” (which displays events occurring statewide that users can submit), and “Raising awareness” (which features creative ideas to celebrate Beef Month). The “Beef Quality Assurance” tab includes an “About the program” page, “About beef” page (which provides facts about the quality and nutritional value of beef), and “Certification” page (which outlines the steps producers can take to participate in the program). The “Contact Us” tab leads to a page that includes staff and contact information.

Under the “News From the Industry” heading on the homepage, banners can be selected and will lead to their respective webpage. For example, a “Ditch the Rule” banner will link to the “Policy” page, while a “Celebrate Beef Month” banner will link to the “Beef Month” page. Selecting the rancher video under the “Meet ____” heading will open the organization’s YouTube channel in another window. Selecting the actual “Meet ____” heading will lead to the “Meet the producers” map located under the “About” tab. Each social media icon can be selected and will open the respective social media website in another window. The streams may be selected as well for the same result.