



Promoting Beef. Preserving Tradition.

FISCAL YEAR 2021 ANNUAL REPORT

TEXAS BEEF COUNCIL SUCCESSSES

There might be easier ways to make a living, but you wouldn't trade ranching for anything. You're doing more than defending your herd and safeguarding your land. You're building a better future by doing what you know is right and trusting us to do the same. That's the Texas way.

The following successes showcase how the Texas Beef Council (TBC) upheld your trust through thick and thin to encourage consumers, chefs, nutrition and health influencers and more to consistently choose beef over other protein alternatives. The programs within-created, funded and supported by your \$1-per-head state Beef Checkoff and the \$1-per-head national Beef Checkoff program—are what keeps beef in its strongest state.

Encouraging beef purchases and menu development by engaging key partners in retail and foodservice.

RETAIL EDUCATION & ENGAGEMENT

TBC partnered with numerous retailers and vendors to promote beef in stores across Texas during key consumer grilling holidays.

- Executed retail promotions that targeted over 1,600 retail stores and distributed over 275,000 coupons.
- “Taco Like a Texan” and “Tailgate Like a Texan” promotions received more than 4,000 contest entries, 1,500 in-store displays, iHeart media advertising and a location-based ad delivery that resulted in 46,000 store visits.
- Partnered with H-E-B to execute a digital and YouTube campaign that resulted in a 15% lift on units sold and dollar sales in online beef purchases.

FOODSERVICE ENGAGEMENT

Created by TBC in 2018, Beef Loving Chefs (BLC) continues to reinforce TBC as a trusted resource for beef information and provides a platform to distribute content to culinary and foodservice professionals about ranching, beef production, beef cuts and more.

- Grew BLC influencer database by 68% to include 2,500 foodservice professionals, 900 Instagram followers and 2,200 monthly newsletter recipients.
- Popularity of BLC has driven the launch of a podcast and video series.
- Hosted the first BLC Summit at the Culinary Institute of America. More than 40 chefs attended presentations and training that helped them gain a better understanding of the cattle industry alongside new beef recipes to take back to their business.

Inspiring more beef meals through innovative consumer marketing.

SOCIAL MEDIA OUTREACH

TBC continues to strengthen the Beef Loving Texans (BLT) brand through social media outreach via Facebook, Instagram, Pinterest, Twitter and YouTube.

- Paid social media advertising helped BLT attract over 1 million clicks, 2.5 million video views and increased engagement rate by 7% from last year.
- TBC partnered with seven social media influencers to create blogs, recipes, videos and social media posts about preparing culturally diverse beef recipes and the importance of safely feeding beef to children and infants. These Influencer campaigns created 175 pieces of content and 182 social posts that beef lovers engaged with 598,000 times.



BBQUEST

This documentary-style video series featuring renowned chefs and prominent pitmasters continues to engage consumer audiences by taking viewers on a barbecue journey across the state.

- Over 620,000 hours of BBQuest watched on Hulu since it launched in 2018.
- “For All Plates of Life”, a campaign that celebrates the versatility of beef and diversity of Texan families, and BBQuest campaigns were viewed 74 million times and clicked on 1.6 million times.

BEEF LOVING TEXANS BRANDING & PUBLIC RELATIONS

- Secured 283 total media stories and conducted 29 cooking segments that reached audiences in major markets across Texas.
- Received over 17,000 visits to the BLT online store and fulfilled 1,002 merchandise orders from 714 customers.

CHIEF RECIPE OFFICER

To further engage Texas beef lovers, TBC partnered with award-winning Food Network chef and former NFL star, Eddie Jackson, to be the first-ever BLT Chief Recipe Officer. In this role, Jackson helped TBC develop and promote unique, timely recipes as an ambassador for the brand.

- Chief recipe officer content, including beef recipe videos, social media content, audio advertisements and photography, was viewed 47 million times and clicked on 393,000 times.
- Produced 12 beef recipe videos in addition to content for social media, audio advertisements and photography to promote the chief recipe officer campaign.
- Jackson attended beef cattle short course and participated in an H-E-B grilling event on behalf of TBC.



Candied Brisket Burnt Ends inspired by BBQuest. See this and other recipes at BeefLovingTexans.com.

40+

CHEFS

ATTENDED THE

★★★★ FIRST ★★★★★

BEEF LOVING
CHEFS

SUMMIT

3,500+

**HEALTH
PROFESSIONALS**

REACHED THROUGH

★ **VIRTUAL** ★
CONFERENCES

7,578 BEEF TEAM
ACTIVATIONS

200 MYPLATE
TOOLKIT ORDERS

★ FROM SCHOOLS ACROSS TEXAS ★

2,435 REGISTERED LEARNERS FOR
RAW TRUTH
ABOUT BEEF

Securing beef's inclusion in dietary recommendations for a healthy lifestyle.

MEDICAL OFFICE OUTREACH

TBC ensures that the latest research showing how beef fits in a heart-healthy lifestyle is shared with medical professionals who frequently make diet-related recommendations to their patients.

- Used direct messaging to reach over 550 doctors, 500 nurses and 230 nurse practitioners and physician assistants in 650 medical offices in Dallas-Fort Worth, San Antonio and Houston.
- Fulfilled orders from 45 medical professionals across the state to deliver over 8,000 beef-inclusive nutrition education materials for the purpose of patient education.

HEALTH INFLUENCERS

By partnering with trusted health professional organizations and disseminating science-based beef information, TBC helps to amplify third-party endorsements of beef's inclusion in a healthy diet.

- Engaged and sponsored in-person and virtual conferences reaching over 5,000 health professionals.
- Partnered with a leading Texas pediatric dietitian to deliver a webinar showcasing beef's role in the diet of infants and toddlers as part of a nutrition seminar program coordinated by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.
- Hosted two educational webinars for H-E-B's team of registered dietitians to increase knowledge and confidence in recommending beef.

BEEF TEAM ACTIVITIES

The Beef Team is a group of beef-loving fitness enthusiasts committed to living active, healthy lifestyles, serving their community and working toward building a healthier Texas.

- The 1,200+ strong Beef Team generated 7,578 activations (race participation, volunteerism, continuing education and team challenges) despite COVID-19 limitations.
- Expanded Grilling 101 to a virtual event that reached 341 Beef Team participants and their guests, a 20% participation increase from the in-person events pre-pandemic.
- Increased Beef Team Kids participation by 8% through increased communication and participation opportunities.

Supporting beef production through learning opportunities in the classroom and on the ranch.

MYPLATE CURRICULUM

TBC's MyPlate initiative supports nutrition educators as they promote health and teach USDA's dietary guidelines through MyPlate in a fun, colorful and interactive way.

- Presented the MyPlate toolkit and free beef resources like The Raw Truth About Beef to over 135 teachers at the Summer Ag Institute and Family Consumer Science conferences.
- Fulfilled 200 MyPlate toolkit orders from schools across Texas.

BUILD YOUR BASE WITH BEEF PROGRAM

TBC partners with high school and college athletic coaches to ensure Texas athletes understand the benefits of fueling with beef.

- Provided a pre-game meal to 85 athletes and five coaches at the University of Texas Permian Basin who are currently implementing the program.

STUDENT ADVOCACY

TBC works to nurture and encourage Texas' young industry leaders by hosting programs, events and activities for youth.

- Met with more than 50 Texas Brigades students and adult leaders across the state in June through Grilling 101 programs, advocacy discussions and Beef Checkoff updates.
- Led hands-on grilling demonstrations and advocacy discussions for Texas 4-H Livestock Ambassadors to give them the tools to advocate for the beef industry effectively.
- Partnered with the Healthy Texas Youth Ambassadors program to train high-school-age youth to assist local county extension agents with program efforts such as beef cooking demonstrations and pasture to plate experiences.

THE RAW TRUTH ABOUT BEEF

This online immersion experience focuses on six segments of the beef industry seen through the eyes of culinary and health professionals. It continues to positively shift perceptions about animal health and food safety.

- Registered an additional 1,115 educators, culinary and health professionals in The Raw Truth About Beef online experience increasing the total registered learners to 2,435. Surveys conducted after the experience demonstrated its positive influence in shifting perceptions about animal health and food safety within the U.S. beef industry.

AGRILIFE EXTENSION ENGAGEMENT

In partnership with Texas A&M AgriLife Extension, TBC trains students and extension agents to facilitate educational programs like Grilling 101 that allow participants to gain confidence in grilling beef.

- Completed final Grilling 101 Train-the-Trainer program for the East Region and piloted a smoking beef training.
- Participated in six district Healthy Texas Youth Ambassador workshops and delivered culinary and MyPlate game training sessions to 57 county agents and nearly 200 ambassadors to be extended to local audiences throughout the year.

Sharing Beef Checkoff successes to our stakeholders across Texas.



CATTLE TALK

Created for Texas cattle producers, *Cattle Talk* delivers straightforward news, detailed insights and transparent results on how your Texas Beef Checkoff dollars help keep beef in its strongest state.

- The Cattle Talk eNewsletter was sent to an average of 2,200 producers and received a 25% open rate and 464 clicks—both above industry average.
- Three printed Cattle Talk newsletters have been distributed to 4,836 producers.

PRODUCER MEETINGS

As stakeholders of the Beef Checkoff program, it is our responsibility to inform you of how your dollars are being invested in beef promotion, research and education.

- Attended 16 meetings across Texas to reach producers through booths at trade shows and presentations.

Engaging international customers about the benefits of U.S. beef in partnership with the U.S. Meat Export Federation (USMEF).

INTERNATIONAL MARKETING

TBC works with USMEF, a contractor to the Beef Checkoff, to identify regions of the world that could use training, promotion and advertising to further the positive message of U.S. beef and build demand.

- Conducted training seminars, virtual cooking classes, U.S. beef showcases and festivals, as well as retail and foodservice promotions in Japan, Korea, Taiwan, Hong Kong/China, the Greater Russian Region, Central America, South America and the Caribbean.

JAPAN:

- Targeted four leading retailers (248 outlets) with online campaign banners and commuter train advertisements. This engaged 2,300 consumers to register for sweepstakes and ultimately sold over 440,000 pounds of beef.

Stay up-to-date on how your Texas Beef Checkoff dollars work to keep beef in its strongest state. Sign up for Cattle Talk newsletters at TexasBeefCheckoff.com or scan the QR code above.

- Featured “product of the month” with 206 middle to small size retailers (4,182 outlets), with shoppers making qualifying purchases at nearly 100 stores. Results are pending, but sales are expected to reach 1.5 million pounds as an outcome of these efforts.

KOREA:

- Hosted the Annual American Burger Week (ABW) with 31 outlets. Various integrated media efforts on social media reached over 439,000 consumers and were engaged with over 13,000 times.

CHINA:

- Supported training on quality and safety for a large-scale processor that began exclusively using U.S. beef as raw material and distributes to restaurant chains like Burger King and Pankoo Group (one of the largest Korean-style barbecue caterers, with 224 locations in Shanghai alone).
- Attracted more than 900 importers, distributors and buyers from China’s retail, foodservice and catering sectors to celebrate U.S. product advantages at the U.S. Meat Traders Club.

1.4M

RECIPE VIEWS

ON BLT.COM

BEEF LOVING TEXANS
VIDEO ADS VIEWED

74M

★★ TIMES ★★

620K+

HOURS OF BBQEST
WATCHED ON HULU
SINCE IT LAUNCHED

3,148

BEEF TEAM AND
BLT ITEMS SOLD

CATTLEMEN'S BEEF BOARD UPDATES



Cattlemen's Beef Board (CBB) Fiscal Year 2021 Expenditures

Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information	\$8,160,511
Industry Information	\$3,138,923
Foreign Marketing	\$8,479,193
Checkoff Communications	\$171,679
Producer Communications	\$1,568,937
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight*	\$695,634
Administration	\$1,502,147
Total Expenses	\$41,776,093

**Included in the USDA Oversight amount is approximately \$599,000 and \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during fiscal years 2021 and 2020, respectively. The remaining \$96,000 and \$161,000 is related to cost incurred by the Cattlemen's Beef Board for litigation, meetings with USDA, Freedom of Information Act requests, settlement requests and authorization requests during fiscal years 2021 and 2020, respectively.*

BEEF IN THE EARLY YEARS

Unlike other Beef. It's What's For Dinner. campaigns, the "Early Years" campaign messaging focused on educating a niche audience: expectant parents and new parents of infants and toddlers and the folks to whom they look for advice. Two advertising platforms, WebMD.com and Nativo native advertising, were highly effective at delivering this new messaging to a highly targeted audience. WebMD was able to reach our campaign's target audience while they were looking for relevant parenting information on a trusted site. Similarly, Nativo native advertising provided a way for "Early Years" ads and articles to fit in within well-known sites, increasing perceived trustworthiness of the messaging.

Results: The "Early Years" campaign generated more than 15 million video views, and nearly 40,000 users clicked on the articles in WebMD and Nativo.



NEW STUDIES BEGIN AROUND SALMONELLA CONTROL

The expedited beef safety RFP was a key accomplishment to address the data gaps in Salmonella control. The Foundation for Meat and Poultry Research and Education worked collaboratively with fellow Checkoff contractor National Cattlemen's Beef Association, and were able to solicit Salmonella research proposals across the pre-and post-harvest safety continuum.

Results: The request generated three high-priority, post-harvest research projects that are expected to provide great insights for Salmonella control and risk. These projects were also showcased at the Meat Industry Food Safety Conference, which was sponsored by the Beef Checkoff. The presentations on the three projects were unplanned and outside the scope of the sponsorship making this event more impactful than expected.



TEXAS BEEF COUNCIL AND RELATED ENTITY COMBINED FINANCIAL REPORT

FISCAL YEAR ENDED SEPTEMBER 30, 2021

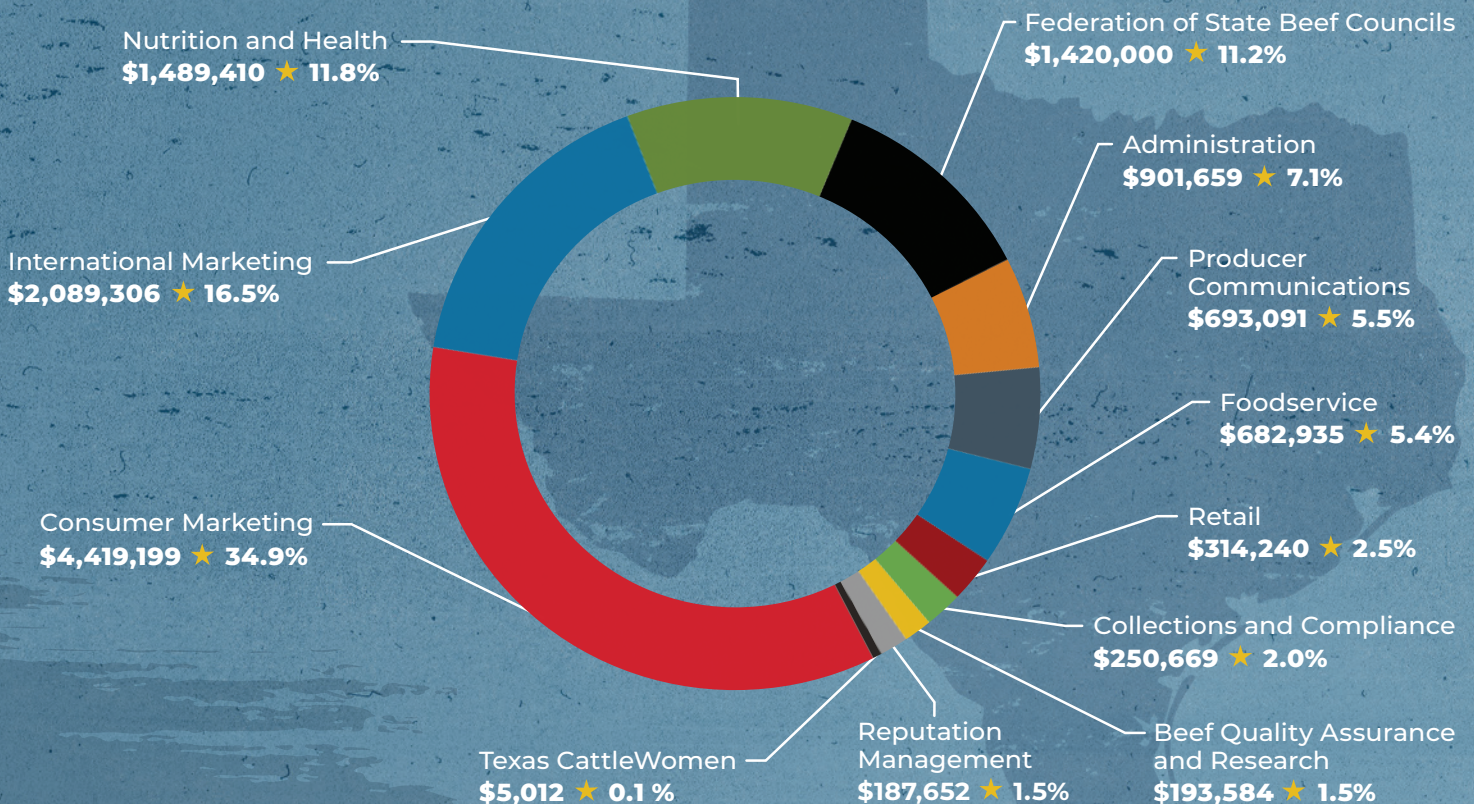
Of every national dollar collected in the state, by law, 50 cents is remitted to the Cattlemen's Beef Board to fund national and international checkoff programs. The chart below shows Texas Beef Council's investment of the remaining 50 cents (national program) and the entire \$1 Texas state checkoff.

The Texas state checkoff is administered by the Beef Promotion Research Council of Texas which is considered a related entity to Texas Beef Council.

REVENUES

Total State and U.S. Checkoff Assessments	\$21,579,718
Less:	
Remittances of U.S. Checkoff to the Beef Board	(\$5,223,921)
Remittances of U.S. Checkoff to the State of Origin	(\$972,731)
Refunds of State Checkoff	(\$505,803)
	\$14,877,263
Investment Income and Other	(\$16,127)
Total Revenues	\$14,861,136
Expenses	\$12,646,757

EXPENSES



A summary of state and national beef education, promotion and research programs funded by the \$1 per head national Beef Checkoff program and the \$1 per head state Beef Checkoff program.

For an audited financial statement, contact the Texas Beef Council at info@txbeef.org or call **1-800-846-4113**.

For more Beef Checkoff information, please visit us at TexasBeefCheckoff.com.

To see how we're connecting with consumers, visit us at BeefLovingTexans.com.

