

## INTERNATIONAL MARKETING

Chefs, importers and buyers from Central and South America, Caribbean, and China/Hong Kong visited Texas in FY18 to learn more about the U.S. beef industry. As guests of TBC and the U.S. Meat Export Federation, attendees were educated on the advantages of U.S. beef and trained to cook and promote underutilized cuts at Texas Beef Festivals held in their own countries. TBC also conducted training seminars and retail and foodservice promotions in Japan, Korea, Taiwan, Hong Kong/China, Middle East, Central and South America, Caribbean, and Greater Russian Region.

## MD OUTREACH PROGRAM

In FY18, TBC was able to grow and strengthen the MD Outreach program in efforts to educate medical doctors who recommend limiting beef consumption to their patients diagnosed with high cholesterol. Six former pharmaceutical representatives worked to reach physicians in Houston, Dallas, San Antonio and Austin. The reps made more than 8,500 physician calls resulting in the potential reach of more than 15 million patients. Physicians were given patient education materials providing an endorsement of the nutritional value of beef in a heart-healthy diet.

## BEEF QUALITY ASSURANCE

In partnership with Texas and Southwestern Cattle Raisers Association and Texas A&M AgriLife Extension Service, the Texas Beef Quality Producer program directly trained 395 producers on the principles of beef quality assurance (BQA). In addition, more than 6,600 producers were exposed to BQA practices at Beef Quality Assurance credit meetings. Another educational program, Beef 706, reached 151 producers with total quality management principles. BQA messages were shared at meetings and seminars reaching vet students, youth and college ag students.

## RETAIL PROMOTIONS

TBC partnered with a variety of vendors and retailers for cross promotion partnerships focusing on in-store activities to promote beef during key consumer holiday periods. In FY18, TBC participated in eight campaigns executed at an average of 500 stores each, resulting in more than 850,000 coupons distributed. Activities included point-of-sale elements, coupons, in-store demos, and radio advertising.



## INFORMATION SHARING

TBC offered the most up-to-date beef cookery, recipes and nutrition materials are offered to consumer influencers free of charge. Orders were taken from health professionals, culinary educators, fitness professionals, Texas A&M AgriLife Extension Service agents, youth educators, BEEF Team members, and general consumers. More than 460,000 pieces of beef resource materials were disseminated in FY18.

# Texas Beef Council Annual Report

## FISCAL YEAR 2018

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.

## BBQUEST SERIES

Beef Loving Texans premiered “BBQuest,” a documentary-style, episodic video series that featured renowned chefs and prominent pitmasters who take viewers on a barbecue journey across the state stopping in Austin, Houston, San Antonio and Dallas. The series premiered on YouTube in August and quickly garnered 109 million impressions and 1.5 million views. More than 3.4 million minutes of the series have been watched.



BBQuest Episodes

## ADVERTISING CAMPAIGN

TBC continued to broaden the reach and increase visibility of Beef Loving Texans (BLT) across the state and used paid media as a way to exponentially boost the brand. Advertising strategies included internet radio, streaming TV, billboards, and digital paid promotion. In total, Beef Loving Texans paid media campaigns resulted in 815.2 million impressions statewide.



**For an audited financial statement,** contact the Texas Beef Council at [beef@txbeef.org](mailto:beef@txbeef.org) or call 1-800-846-4113.

For more beef checkoff information, please visit us at [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com). To see how we're connecting with consumers, visit us at [BeefLovingTexans.com](http://BeefLovingTexans.com).



## BEEF TEAM

The Texas BEEF Team is a community of more than 1,200 beef loving fitness enthusiasts supported by the beef checkoff in Texas. More than 7,248 appearances were made at cycling, triathlon and running events across the state. The team made 1,719 volunteer appearances and reached more than 72,000 at community events.

TBC worked to educate, engage, motivate, and activate members resulting in a 42% increase in activity. Together, TBC and the team are working toward building a healthier Texas.



## CULINARY EDUCATION

TBC continued as a founding sponsor of the 15th Annual Culinary Educators Training Conference which trains 80 high school culinary instructors. The conference provides high school

culinary arts teachers with relevant resources to use in the classroom along with hands-on training to help build their culinary curriculum. In addition, TBC supported a variety of culinary student competitions reaching more than 600 students at 10 competitions. TBC also hosted two chef pasture to plate tours and a culinary immersion tour for executive level culinary professionals.



## HEALTH INFLUENCERS

Through 13 health professional conferences and meetings, TBC reached more than 5,500 influencers and shared information on beef production practices, the evolution of lean beef and research behind dietary

guidance and disease-specific guidelines and reporting. TBC also reached 65 dietetic interns and faculty through beef immersion tours.



## DIGITAL MARKETING

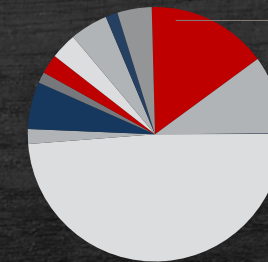
TBC continued to focus on building and strengthening the Beef Loving Texans consumer brand through social media outreach.

Social platforms Facebook, Instagram, Pinterest, Twitter and YouTube increased content opportunities, engagement and followers. Social media totals include more than 29 million impressions, 815,000 engagements, 1.5 million video views, and 1.9 million minutes of video watched.

## TEXAS BEEF COUNCIL AND RELATED ENTITY COMBINED FINANCIAL REPORT

### Fiscal Year Ended September 30, 2018

REVENUES	
Total state and U.S. checkoff assessments	\$21,919,800
Less:	
Remittances of U.S. checkoff to the Beef Board	(5,243,053)
Remittances of U.S. checkoff to the state of origin	(974,859)
Refunds of state checkoff	(603,110)
	15,098,778
Investment income and other	109,919
<b>TOTAL REVENUES</b>	<b>\$15,208,697</b>
EXPENSES	
	<b>\$15,639,077</b>



15.3%	U.S. Meat Export Federation
10.0%	Federation of State Beef Councils
0.1%	Texas Cattle Women
48.8%	Consumer Influencers
1.9%	Retail
6.0%	Foodservice
1.4%	Public Relations
2.5%	Beef Quality
3.3%	Producer Communication
4.8%	Foreign Market Development
1.5%	Collections and Compliance
4.4%	Administration

Of every national dollar collected in the state, by law, 50 cents is remitted to the Cattlemen's Beef Board for funding of national and international checkoff programs. The chart above shows TBC'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 TBC.

## FOODSERVICE DIGITAL ENGAGEMENT

TBC partnered with Chefs Roll, a digital content producer of chef driven material, to develop a 365 Day Dry Aged Beef Project. The project included eight videos documenting the process of sampling the results at various intervals throughout the year. The video series garnered more than 1.5 million views on social media platforms. In FY18, TBC's private foodservice Facebook page grew to 800 members. Chefs and foodservice professionals utilize the page as a digital hub to exchange news, information and educational materials.



## RESEARCH

In FY18, three human nutrition research projects were funded, with two of the projects expected to be completed in FY19. Additionally, three beef safety projects were started with completion scheduled for FY19.

## DEAR FELLOW BEEF PRODUCERS,

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its **Beef. It’s What’s For Dinner.** relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction complements the broader messages within the **Beef. It’s What’s For Dinner.** brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally. Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.



Yours truly,

*Dawn Caldwell*

**Dawn Caldwell,**  
Chairman, Federation of  
State Beef Councils



Funded by the Beef Checkoff.

## RETHINKING THE RANCH

In October 2017 the Beef Checkoff Program relaunched its iconic **Beef. It’s What’s For Dinner.** campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s BeefItsWhatsForDinner.com website, where information on all things beef could be obtained.

Created 25 years ago, **Beef. It’s What’s For Dinner.** was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time BeefItsWhatsForDinner.com has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

**It’s important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That’s part of the Rethink the Ranch message. It’s why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.**

## GOOD AND GETTING BETTER

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen’s Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

## MORE FOUNDATION FROM RESEARCH

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to [www.beefresearch.org](http://www.beefresearch.org).

## BQA CERTIFICATIONS ADD TO EVIDENCE

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen’s affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

## PRODUCERS TELLING THEIR STORIES

The Raising Beef section of the new Beef. It’s What’s For Dinner. website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

## EXPANDING INTERNATIONAL BEEF DEMAND

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018’s first half included Japan (\$1.02 billion – up 12 percent from last year’s pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

## CATTLEMEN’S BEEF BOARD FISCAL YEAR 2017 EXPENDITURES

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Program Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
<b>Total expenses</b>	<b>\$39,934,161</b>

Unaudited numbers

\*This total also includes CBB’s costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.

An independent survey of beef producers has found **74 percent** continue to approve of the Beef Checkoff Program. That’s **5 percent higher** than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

**78 percent** said the checkoff has value, even when the economy is weak, and **71 percent** say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.