



**A
STRONGER
STATE
OF BEEF**

ANNUAL REPORT



TEXAS BEEF COUNCIL UPDATES

A summary of state and national beef education, promotion and research programs funded by the \$1-per-head state Beef Checkoff program and the \$1-per-head national Beef Checkoff program. Five core strategies were identified to build the Texas Beef Council (TBC) marketing plan for fiscal year 2020 (FY20).



STRENGTHEN BEEF'S VALUE PROPOSITION

Drive consumer demand through new and inspiring ways to allow Texans of all ages to embrace and share their love of beef.

“BBQUEST” VIDEO SERIES

Beef Loving Texans wrapped its second season of “BBQuest,” a documentary-style video series that features renowned chefs and prominent pitmasters who take viewers on a barbecue journey across the state, from Austin to Big Bend and Dallas to the Rio Grande Valley. In FY20 alone, the series garnered 1.3 million views. In the last two years of BBQuest being available, people have watched approximately 515 months, or more than 42 years, of content on the three major platforms, like Hulu and YouTube, where TBC hosts the show's episodes.

“FOR ALL PLATES OF LIFE” CAMPAIGN

TBC launched the “For All Plates of Life” advertising campaign in 2019, generating more than 45 million impressions statewide. The campaign, which ran from March 1 through September 30, celebrated the versatility of beef and the diversity in Texan families. In FY20, the campaign continued to be seen on streaming TV stations Hulu and Samba TV and could also be found on social media.

**BBQUEST
GAINED 1.3
MILLION VIEWS IN FY20**



**361
MILLION**

**TOTAL “ALL
PLATES OF LIFE”
AND “BBQUEST”
AD IMPRESSIONS**

SOCIAL MEDIA OUTREACH

TBC continued to strengthen the Beef Loving Texans (BLT) brand through social media outreach via Facebook, Instagram, Pinterest, Twitter and YouTube. Through paid social media advertising, BLT social media recognition reached 62% in 2020, up from 15% in 2018, and generated more than 36.8 million impressions, 1.2 million engagements and 1.8 million video views. TBC also worked with eight social media influencers to create content highlighting beef's versatility at a time when consumers were spending more time online and cooking more meals at home. This influencer campaign created 294 content pieces and 123 social posts that garnered more than 762,800 impressions, 19,200 engagements and 106,100 video views.

CULINARY EDUCATION

TBC reached over 185 high school culinary educators and over 750 students by hosting virtual training conferences including the 15th annual High School Culinary Educators Training Conference and participating in cooking competitions across the state. Plus, TBC provided the beef product for El Centro College's Meal Promotion which served over 2,500 meals to DFW-area service industry workers who were unemployed due to the COVID-19 pandemic.

FOODSERVICE ENGAGEMENT

Created by TBC in 2018, Beef Loving Chefs has quickly become a trusted resource statewide by educating culinary and foodservice professionals about ranching, beef production, cutting techniques and more. Beef Loving Chefs' Facebook participation has grown 10% year-over-year and now has over 800 members and over 500 Instagram followers. Over 2,000 culinary professionals receive the Beef Loving Chefs' monthly newsletter. This popularity drives the expansion into other media opportunities such as the Beef Loving Chefs' podcast and video series.

RETAIL ENGAGEMENT

TBC partnered with numerous retailers and vendors to promote beef in stores during key consumer grilling holidays. In FY20, TBC executed seven campaigns that targeted between 800 to 1,200 stores each. In addition to distributing over 695,000 coupons, strategies also included an ultimate grilling package sweepstakes that received more than 10,000 entries, point-of-sale elements, in-store demos and iHeart media advertising that received over 8.2 million impressions.

1.6 MILLION VISITORS
TO BEEFLOVINGTEXANS.COM

RECIPE SHARES FROM BEEFLOVINGTEXANS.COM HAVE DOUBLED

TOTAL BEEF LOVING TEXANS BRAND AWARENESS +24% SINCE 2018

REACHED OVER 935 HIGH SCHOOL CULINARY EDUCATORS AND STUDENTS

2,000+ CULINARY PROFESSIONALS GET BEEF LOVING CHEFS' MONTHLY NEWSLETTER

DRIVE GROWTH IN US BEEF EXPORTS

Partner with the U.S. Meat Export Federation (USMEF) to develop innovative programs that educate and demonstrate how high-quality U.S. beef can help strengthen the demand for U.S. beef internationally.

INTERNATIONAL MARKETING (USMEF)

TBC works with USMEF to identify regions of the world that could use training, promotion and advertising to further the positive message of beef and build demand for U.S. beef. With funding from TBC, the USMEF conducted training seminars; virtual cooking classes; U.S. beef showcases and festivals; retail and foodservice promotions; BBQ competitions in Japan, Korea, Taiwan, Hong Kong/China, the Greater Russian Region, the Middle East, Central America, South America and the Caribbean. By increasing demand for U.S. beef in the global market, producers will see an increase in the value per head of cattle they sell and ultimately increase producer profitability.

BUILD TRUST IN THE CHECKOFF PROGRAM

Showcase clear, relevant data that reveals how Texas producers' checkoff investment is making a positive impact on their operations.

PRODUCER COMMUNICATIONS

TBC continues to engage ranchers across Texas with information about the use of checkoff dollars through attendance at producer meetings, distribution of the "Cattle Talk" newsletter, outreach to media outlets, and through trade show booths and industry partners.

GROW CONSUMER TRUST IN BEEF AND BEEF PRODUCTION

Showcase clear, relevant data that reveals how Texas producers' checkoff investment is making a positive impact on their operations.

"THE RAW TRUTH ABOUT BEEF" VIDEO SERIES

In February, TBC launched "The Raw Truth About Beef", an online immersion experience focusing on six segments of the beef industry seen through the eyes of culinary and health professionals. In lieu of popular, in-person Pasture to Plate tours, (canceled due to COVID-19), 1,317 educators, culinary and health professionals registered for the online experience. Surveys conducted after the experience demonstrates "The Raw Truth About Beef's" positive influence in shifting perceptions about animal health and food safety within the U.S. beef industry.

BEEF QUALITY ASSURANCE

TBC supported Texas A&M AgriLife Extension specialists to continue promoting and presenting Texas Beef Quality Assurance (BQA) trainings. Over 96 BQA presentations spanned across the state in FY20, reaching over 4,600 attendees. Furthermore, TBC supported additional in-person and online BQA training that reached over 1,600 students and producers.

To supplement BQA training, TBC sponsored a three-night virtual Beef 706 experience. Between 220 and 320 producers attended each night, representing 119K head of cattle on night one. On average, 76% of attendees reported that Beef 706 will help them make or save money based on what they learned, and almost 70% (on average) plan to use this information to make positive changes in their operation.



3,024

**BEEF TEAM AND
BEEF LOVING TEXANS
ITEMS SOLD IN FY20**

**BEEF TEAM
MEMBERSHIP
INCREASED**

46%

5,000

**RDs AND MDs REACHED
IN-PERSON/VIRTUALLY**

650

**TEXAS
TEACHERS**

RECEIVED MYPLATE MATERIALS IN FY20

BEEF TEAM APPEARED AT

7,000+

EVENTS IN FY20

INCREASE POSITIVE PERCEPTION OF BEEF'S ROLE IN A HEALTHY DIET

Leverage the strength of Texas' medical and fitness communities to combat misinformation.

MEDICAL OFFICE OUTREACH PROGRAM

The Medical Office Outreach program educates medical doctors – many of whom recommend limiting beef consumption to their patients diagnosed with high cholesterol. Eight new educational pieces were developed along with a new “Beef Brief” webinar series for physicians. In the field, the program conducted 394 new office visits and 2,039 follow-up visits in DFW, San Antonio and Houston. Additionally, 210 roasts and 6,000 Beef Loving Texans care packages were delivered to medical offices in target markets.

HEALTH INFLUENCERS

To shift the stereotype of beef's negative health image to one of better well-being, TBC sponsored and engaged in-person and virtual conferences reaching over 2,500 health professionals and partnered with three registered dietitian influencers to showcase beef in balanced meals and share accurate nutrition information. This influencer campaign gained over 40,000 impressions on Instagram and 6,700 impressions on Pinterest.

HEALTH EDUCATORS

Each quarter in FY20, TBC reached out to an average of over 900 Texas nutrition professionals through a quarterly e-newsletter that shared educational opportunities and research highlighting beef's role in a healthy diet.

The average open rate for these e-newsletters increased to 29%, up from 21% in FY19. Additionally, TBC provided 20 teachers MyPlate Toolkits for testing and feedback of the activities, and TBC is developing a digital format to assist educators in a virtual setting.

TEXAS BEEF TEAM

The Beef Team is a growing community of beef-loving fitness enthusiasts that work with TBC toward building a healthier Texas. In FY20, the 1,200+ strong Beef Team welcomed 308 new members, a 46% increase from last year. Advocacy also increased by 34% this year due to new initiatives that fueled participation including continuing education opportunities, team challenges and promoting charitable causes that raised \$41,944 for charity, a 127% increase over FY19.

INFORMATION SHARING

TBC received 994 orders from health and fitness professionals, culinary and youth educators, extension agents and general consumers, resulting in the distribution of over 519,000 beef-centric resources in FY20. A follow-up survey discovered 86% of the site users were “very satisfied” with the resource site.

CATTLEMEN'S BEEF BOARD UPDATES

Cattlemen's Beef Board (CBB) Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information	\$7,260,148
Industry Information	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications	\$1,533,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight*	\$761,214
Administration	\$1,505,256
Total Expenses	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 and \$404,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during fiscal years 2020 and 2019, respectively. The remaining \$161,000 and \$192,000 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 2020 and 2019, respectively.

USMEF CAPITALIZING ON OPPORTUNITIES IN CHINA

Market development programs paid dividends in China as expanded market access and protein supply constraints contributed to rising interest in U.S. beef and strong export growth. Tight supplies in Australia and African Swine Fever's impact on domestic pork prices also helped turn buyers' attention to high-quality U.S. beef. With Beef Checkoff Program support, U.S. beef was in a position to capitalize on new opportunities in China despite the impact of COVID-19. When social restrictions were implemented, U.S. Meat Export Federation (USMEF) shifted the weight of its educational and promotional programs toward e-commerce and social media to directly reach consumers at home. By mid-year, as restrictions were lifted, USMEF reignited promotions for U.S. beef with several partners in retail and foodservice.

RESULTS: Thanks in part to these Checkoff-funded promotional programs, U.S. beef exports to China reached \$130 million through September 2020, a 136-percent increase over levels from one year ago.

BEEF. IT'S WHAT'S FOR DINNER. PARTNERS WITH TEXAS ROADHOUSE AND CHICORY.

To educate consumers and the supply chain on how beef is responsibly raised and highlight beef community members, *Beef. It's What's For Dinner.* began a multi-faceted project with foodservice operator and steakhouse, Texas Roadhouse. Beef's product and production information were shared via email, Texas Roadhouse's social media channels and their website. Other supply chain engagement and outreach included an e-commerce campaign with a third-party partner, Chicory, which made numerous beef recipes on recipe sites across the internet "shoppable" so consumers could add the beef from those recipes right into their online grocery carts.

RESULTS: Chicory data showed 250 *Beef. It's What's For Dinner.* recipe items being added to consumers' shopping carts per week.



TEXAS BEEF COUNCIL AND RELATED ENTITY COMBINED FINANCIAL REPORT

FISCAL YEAR ENDED SEPTEMBER 30, 2020

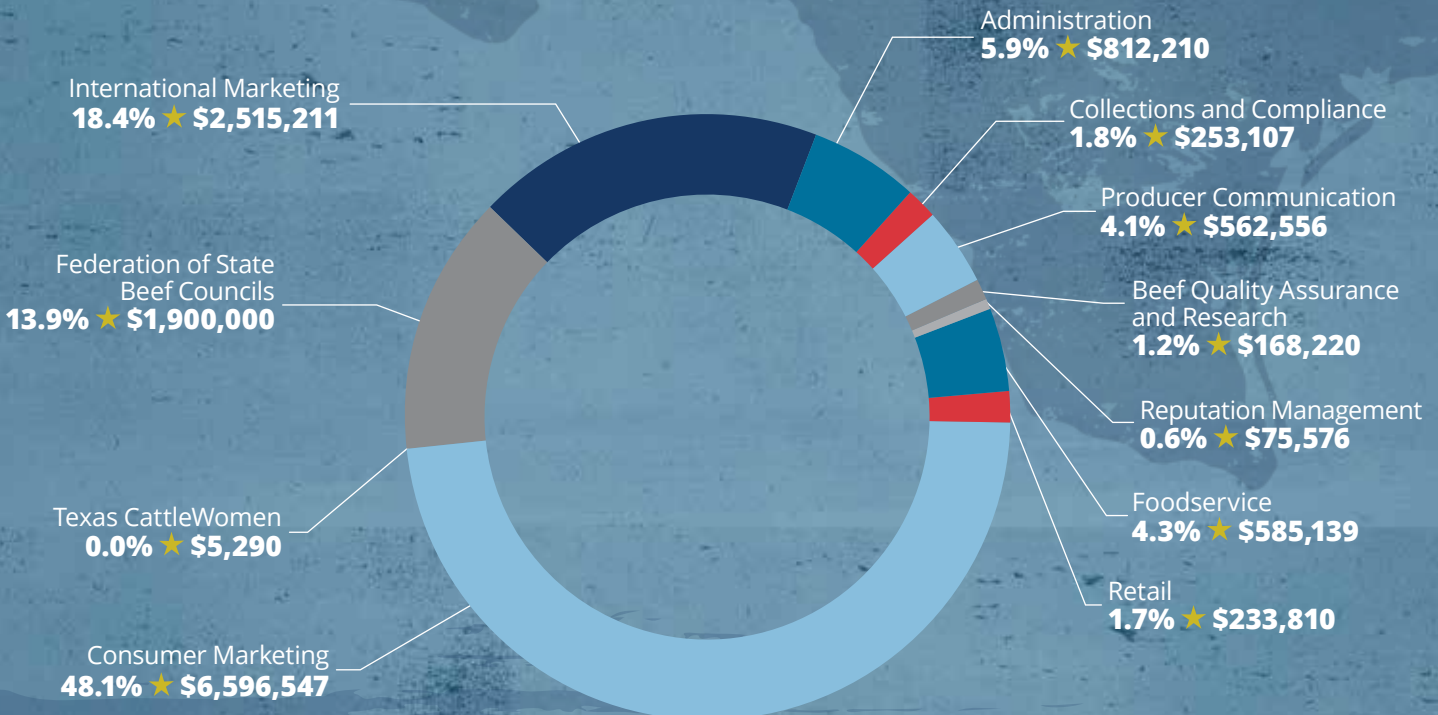
Of every national dollar collected in the state, by law, 50 cents is remitted to the Cattlemen's Beef Board to fund national and international checkoff programs. The chart below shows Texas Beef Council's investment of the remaining 50 cents (national program) and the entire \$1 Texas state checkoff.

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	\$21,290,314
Less:	
Remittances of U.S. Checkoff to the Beef Board	(\$5,166,821)
Remittances of U.S. Checkoff to the State of Origin	(\$874,034)
Refunds of State Checkoff	(\$536,749)
	\$14,712,710
Investment Income and Other	\$42,759
Total Revenues	\$14,755,469
Expenses	\$13,707,666

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.

