

# Annual Report Recaps State and National Beef Checkoff Programs

The Texas Beef Council recently published the 2017 annual report highlighting key state and national programs in the areas of promotion, research and education. Included in the annual report is an overview of revenues and expenditures for fiscal year 2017.



“The annual report gives beef producers the opportunity to take a closer look and learn more about how both checkoff programs are allocating funding towards demand-building programs throughout the year,” said Ryan Moorhouse, general manager of Hartley Feeders and chairman of the TBC board. “It’s a snapshot of the year with valuable information we’re proud to share with fellow cattlemen and women.”

TBC conducts the \$1 per head national checkoff program for Texas beef producers and is also a contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program.

The national Beef Checkoff Program was established as part of the 1985 Farm Bill and assesses \$1-per-head on the sale of live domestic and imported cattle, and the equivalent on imported beef and beef products. Under the law that guides the checkoff, 50 cents of each Texas checkoff dollar must go to the Cattlemen’s Beef Board for national programs. The TBC board of directors, consisting entirely of Texas cattlemen and women, invests the other half dollar in programs conducted in Texas as well as additional national and international beef marketing programs.

Texas beef producers voted in June 2014 to establish a state-level beef checkoff program which was approved and collections began October 1, 2014. The program is funded through a refundable \$1 per head assessment on cattle at each point of ownership transfer in Texas. The funds are managed in accordance with Texas law by the BPRCT. The BPRCT consists of 20 Texas cattlemen and women appointed by the Texas Commissioner of Agriculture. Unlike the national checkoff program, the BPRCT oversees the entire \$1 checkoff assessment and can choose to invest state dollars in the areas of promotion, research and education in Texas, the U.S., and international markets.

The report presents the combined financial results of TBC and BPRCT and includes a chart indicating the percentage breakdown of investments in each program area. The chart also shows TBC’s voluntary investment in the Federation of State Beef Councils and combined voluntary investment in U.S. Meat Export Federation (USMEF). Some of the programs highlighted in the report include research, digital marketing, MD outreach, retail partnerships, advertising campaign, beef quality assurance, culinary education, and international marketing.

The report’s reverse side summarizes similar information on national programs approved by the Cattlemen’s Beef Board and contracted through organizations such as the National Cattlemen’s Beef Association and the USMEF.

To request a copy of the annual report summary or a more detailed audited financial report, please email [beef@txbeef.org](mailto:beef@txbeef.org) or call toll-free **1-800-846-4113**. The annual report can also be viewed online at **TexasBeefCheckoff.com**.



8708 Ranch Road 620 North  
Austin, TX 78726

## Board of Directors

**Ryan Moorhouse**, Chairman - Hartley

**Steven Lastovica**, Vice Chairman - Salado

**Jason Beyer**, Executive Committee - Stephenville

**Austin Brown III**, Executive Committee - Beeville

**Michael White**, Executive Committee - Vernon

**Jason Cleere** - Madisonville

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**Dan Gattis** - Georgetown

**Rocky Gingg** - Friona

**Brad Hastings** - Amarillo

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**Lynn Ramsey** - Emory

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**Dan Shelton** - New Boston

**Kelley Sullivan** - Crockett

**Bill Wight** - Odessa

**Chloe Nunley Wilson** - Sabinal

**Zachary Yanta** - Runge



# CATTLE TALK

Your Checkoff investment is building beef demand  
through promotion, research, education.

SPRING 2018

# Texas Beef Council Debuts New Logo

The Texas Beef Council is proud to unveil a new logo designed to impact and connect with both consumer and beef producer audiences.



The logo aligns checkoff communications with consumer-driven marketing for stronger brand recognition and promotion of everything it means to be a Beef Loving Texan.

“When Texas cattlemen and women see the Beef Loving Texans logo, they should feel pride and ownership in knowing that is their Texas checkoff at work,” said Stephen Lastovica, vice chairman of the TBC board and cattleman from Salado. “Expect to see more cross-promotion and integration to strengthen our message.”

The new logo incorporates the verbiage “Texas Beef Council” positioned beneath the prominent “Beef Loving Texans” logo block. The minor adjustment allows TBC to enhance branding efforts across all audiences.

“We’re building brand awareness and equity in Beef Loving Texans by connecting Texans with

local, Texas-specific content,” said Rachel Chou, TBC senior manager of consumer communications. “Research has shown consumers better engage and connect to messages with a local angle and Beef Loving Texans provides the opportunity to better connect on a personal and emotional level. The inherent pride, heritage and tradition shared by Texans is the perfect trifecta opportunity for our brand to gain affinity among our audiences.”

Beef Loving Texans is TBC’s consumer marketing initiative funded by the beef checkoff. This brand’s purpose connects consumers to the beef they love and the farmers and ranchers who raise it. Beef Loving Texans is a community built around Texas pride, heritage and our shared love for beef. Beef Loving Texans works to inspire mealtime solutions that create special moments and balanced lifestyles with beef.

Unique recipes, stories, cooking tips and expert nutrition information can be found at [BeefLovingTexans.com](https://www.BeefLovingTexans.com). For information on beef checkoff-funded programs, please visit [TexasBeefCheckoff.com](https://www.TexasBeefCheckoff.com) or call **1-800-846-4113**.

# Your State Checkoff Dollars at Work

**Program areas your checkoff dollars support**  
**The Texas Beef Council develops programs to increase beef demand through promotion, research and education.**



## INTERNATIONAL MARKETING

Leverages the brand equity of Texas to promote the unique attributes of U.S. beef and beef variety meats in foreign markets. In efforts to drive growth, programs are aimed at expanding market penetration, improving global consumer perceptions and building trust in U.S. beef. Actively works in partnership with the U.S. Meat Federation (USMEF) to fund and host trainings, industry tours, seminars and promotions taking place both domestically and abroad for international buyers, importers, retailers, foodservice and media.



## BEEF QUALITY ASSURANCE

Engages and educates beef producers on best management practices for beef production to grow consumer trust. Works in partnership with Texas A&M AgriLife Extension Service and Texas and Southwestern Cattle Raisers Association.

- **Beef Quality Assurance Trainings**
- **Beef 706 Class**
- **Texas Online BQA Course**



## CONSUMER MARKETING

Capitalizes on innovative communication efforts to design and deliver memorable and relevant messages directly to consumers and influencers regarding beef's value and the beef community's commitment to provide a safe and wholesome product.

- **Promotions and Events**
- **Advertising**
- **Media Relations**
- **Texas BEEF Team**
- **Digital Marketing**



## RETAIL & FOODSERVICE

Works to increase beef marketing and merchandising by training, collaborating and partnering with channel influencers such as restaurants, supermarkets and processors to develop and implement demand generating initiatives based on consumer needs and preferences.

- **Beef U Online Training Tool**
- **Culinary Beef Boot Camps**
- **In-Store Promotions and Partnerships**
- **Culinary Trainings and Seminars**

## THINGS TO REMEMBER

The use of funds is limited by the parameters established in state law, which are beef promotion, marketing, research and consumer education for beef and beef products. The money can be used in Texas, the U.S. and/ or internationally. The law does not allow state checkoff funds to be used for lobbying activities to influence public policy or government affairs.

### + NUTRITION & HEALTH

Communicates the value of beef's nutrition and health benefits to effectively position beef as part of a healthy diet.

- **MD Outreach Program**
- **Nutrition and Health Conferences and Meetings**
- **Health Professional Advocacy**
- **Nutrition and Health Student Outreach**

### 🎤 REPUTATION MANAGEMENT

Protects beef's image by aligning and collaborating with industry partners and organizations to anticipate and proactively combat attacks against beef, beef producers and today's American agriculture.

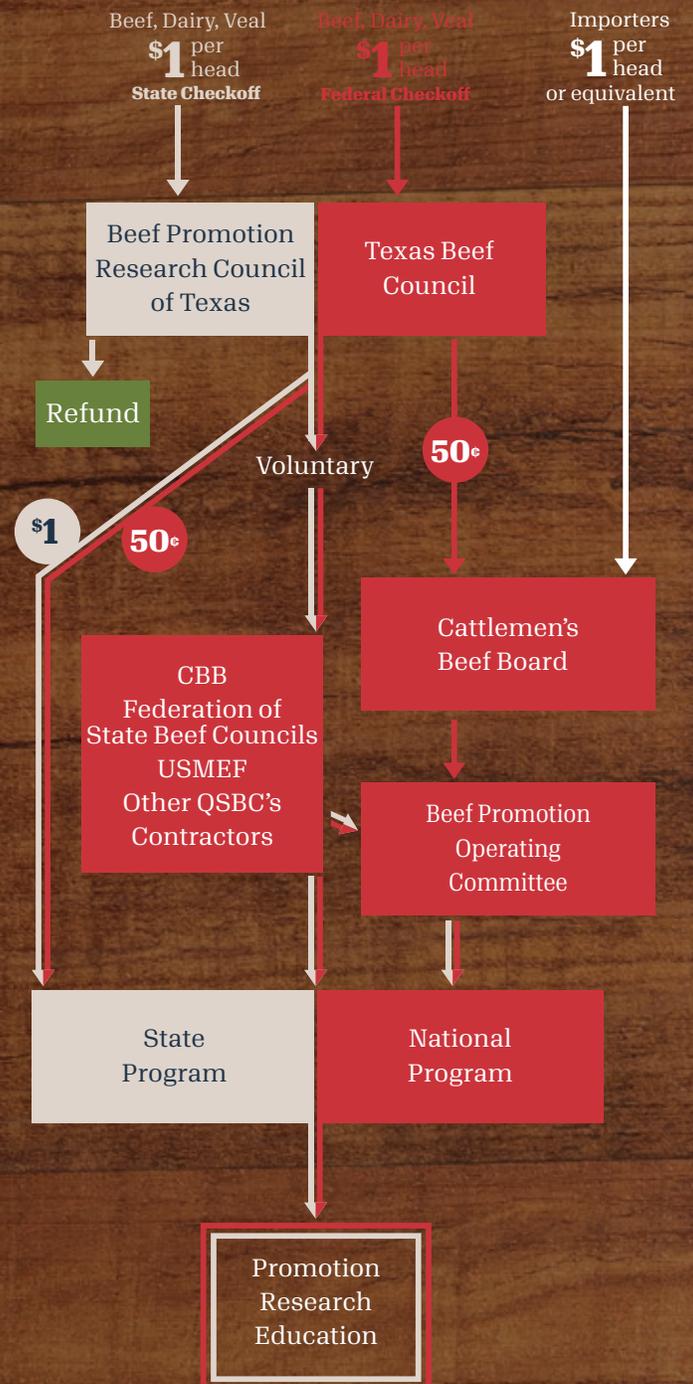
- **Engage Beef Advocates**
- **Maintain Crisis Management Plan**

### 🔬 RESEARCH

Investing in both human nutrition research projects as well as beef quality and safety research projects.



# Flow of State Checkoff Dollars





# Beef Picadillo Tacos



**30**  
MINUTES



**MAKES 12**  
TACOS



**9**  
INGREDIENTS

## INGREDIENTS

1 lb. **Ground Beef**  
1 Tbsp. **vegetable oil**  
½ **onion**  
2 cloves of **garlic**, minced  
2 **tomatoes**, diced  
1 tsp. **salt**  
1 tsp. ground **black pepper**  
1 tsp. ground **cumin**

## PREPARATION

- ① Heat a large nonstick skillet over MEDIUM heat until hot. Add Ground Beef and cook 8-10 minutes, breaking beef into small crumbles and stirring occasionally.
- ② Add onion, garlic and tomatoes. Stir to combine and cook until beef is no longer pink and vegetables have softened.
- ③ Reduce heat, season with salt, pepper and cumin. Serve warm with crispy taco shells and toppings of choice.

View this recipe and its Texas story on  
[beeflovingtexans.com/recipe/beef-picadillo-tacos](https://beeflovingtexans.com/recipe/beef-picadillo-tacos)