



# RAISING the STEAKS

TEXAS BEEF COUNCIL  
ANNUAL REPORT  
FISCAL YEAR 2024

SPECIAL ANNIVERSARY EDITION:

Celebrating **10 Years** of Milestones  
with the Texas Beef Checkoff





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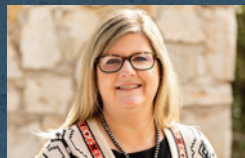
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**In Memoriam, Gilly Rijoas**  
TSCRA, Corpus Christi  
TBC Director & Industry Leader

ICA: Independent Cattlemen's Assoc. | TCFA: Texas Cattle Feeders Assoc. | TSCRA: Texas & Southwestern Cattle Raisers Assoc.

# HISTORY OF THE BEEF CHECKOFF

1922

## NATIONAL LIVE STOCK & MEAT BOARD (NLSMB) FOUNDED

The NLSMB was created as a voluntary national program with an assessment cost of 5 cents per train carload of beef.

1950's

## STATE BEEF COUNCILS FORMED

The first state beef councils were created in California and Montana. The voluntary assessment price changed from 5 cents per train carload of beef to 2 cents per head on slaughtered cattle.

1985

## FARM BILL PASSED

- The Beef Promotion and Research Act was passed as part of the 1985 Farm Bill. The Act provided the foundation for the development of a producer-funded beef promotion and research program to build demand for beef and beef products.
- Cattle producers provided the following requirements for the Beef Checkoff:
  - Grassroots and producer-controlled
  - \$1 per head assessment by all producers and importers
  - 50/50 assessment split by the state and national Beef Checkoffs

2014

## TEXAS BEEF CHECKOFF PASSED

Texas cattle producers voted to pass an additional \$1 per head state Beef Checkoff that works specifically for in-state research, promotion, and education programs.

2017

A first-of-its-kind program, **Medical Office Outreach**, starts reaching doctors in Houston, Austin, and Dallas with research about beef's role in a healthy diet.

2018

# A STRONGER STATE OF BEEF *with Molly*



**MOLLY MCADAMS**  
Executive Vice President,  
Texas Beef Council

From the Texas Panhandle to the Gulf Coast, Texans are as different as the dishes we make. But at every table, one thing remains the same: beef brings us together. At Texas Beef Council (TBC), we're funded by beef producers through the Beef Checkoff with the mission of bringing more Texans to the table over a shared love of beef.

From fostering communities of beef-loving Texans to creating a first-of-its-kind program that brings beef nutrition research directly to doctors, this anniversary edition of our annual report celebrates the collective achievements that have made beef a staple on tables across the state and beyond.

As we celebrate a decade of partnerships and progress, I invite you to journey through this FY24 Annual Report and witness the remarkable milestones we've achieved together. It's a testament to your dedication to keeping beef in its strongest state. Let's continue to raise the steaks and build an even stronger future for beef.

★★★★★

*Molly*

June 2024 marked **10 years** since producers voted on an additional \$1 Texas Beef Checkoff assessment to adequately fund promotion, research, and education programs.

With Texas in the unique position of having the most cattle AND the second-largest population in the country, the Texas Beef Checkoff has allowed us to build more innovative programs that meet consumers where they are.

2018

To further connect with Texans over a shared love of beef, **Beef Loving Texans** officially becomes TBC's brand.



2018

Season 1 of **BBQuest**, TBC's documentary-style TV show, reaches millions of online viewers with stories that make Texas barbecue so legendary.



Watch all 3 seasons

## A DECADE OF SUCCESS

2014

2015

2019

2020

2021

2022

2023

2024



# INSPIRING MORE BEEF MEALS IN FY24

**6.2M**  
views of videos created by TBC's in-house creative team



**209M**  
number of times consumers were reached with paid ads

**4,660**  
pieces of Beef Loving Texans merchandise sold

**111K**  
beef recipes and materials distributed at the State Fair of Texas

**1.8M**  
recipe views on BeefLovingTexans.com

**31.7M**  
impressions from media coverage, including cooking segments and recipe features



## MASTERING THE ART OF TEXAS BARBECUE

Launched the **Ultimate Beef Loving Texans Smoke Lab**, a ticketed workshop offering beef education to the public and establishing Beef Loving Texans as experts in the barbecue and smoking beef space.

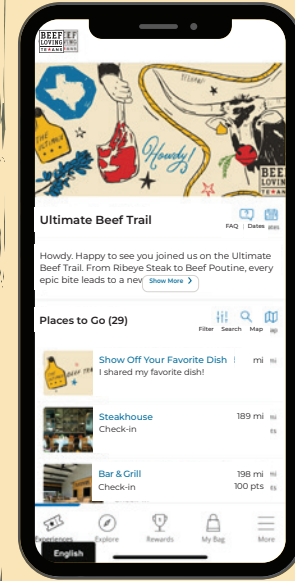
As a result of influencer engagement, the waitlist jumped to over **500 eager registrants**, ensuring they were first to be notified when tickets became available for future Smoke Lab classes.



## BRINGING THE RANCH TO CONSUMERS

After taking on a beef crawl at the Houston Livestock Show & Rodeo, food influencer *The Queen of Yum* celebrated Beef Month by touring a cow-calf operation and sharing the experience with her **20,000 followers**.

## ULTIMATE BEEF TRAIL DIGITAL PASS ENCOURAGES MORE BEEF PURCHASES



Launched the "**Ultimate Beef Trail**" digital pass, a comprehensive guide to the best beef dishes throughout the Lone Star State. The pass was **downloaded 2,529 times** with **687 check-ins** for beef meals.



## ULTIMATE BEEF LOVING TEXAN CAMPAIGN UNITES BEEF FANS

After competing in a fierce culinary showdown, San Antonio chef and culinary instructor Johnny Stewart won the Ultimate Beef Loving Texan title. Chef Johnny partnered with TBC to share his passion for beef while generating over **3.7M views on YouTube**.



**All Plates of Life** campaign celebrates the versatility of beef and diversity in Texan families, reaching **30M VIEWS**.



Explore videos

**Season 3 of BBQest** features Texas ranchers and brings total series views to **4M**.

## A DECADE OF SUCCESS

2014

2016

Beef Loving Texans launches first ad campaign, **What Makes a Beef Loving Texan**, surpassing **1M VIEWS**.

2016

2018

**Online merchandise store** opens following overwhelming consumer demand for Beef Loving Texans products.



Browse Store

2017

2018

2019

**Season 2 of BBQest** launches.

2019

2019

2020

2021

2022

2023

2024



# STRENGTHENING BEEF'S REPUTATION IN HEALTHY AND SUSTAINABLE DIETS

Now more than ever, consumers are relying on nutrition and health professionals for advice, who often know very little about beef or how it is raised. This audience has long been a priority for us, but additional Beef Checkoff resources in Texas allowed us to go a step further with **Medical Office Outreach**.



## MEDICAL OFFICE OUTREACH

Our first-of-its-kind program goes directly to physicians and shares how beef can fit into healthy, sustainable diets. TBC's team of reps are located in major metro areas across Texas.

## TBC MEDICAL REP TERRITORIES

Fort Worth ★★ Dallas  
 Austin ★ Houston  
 San Antonio ★★

★★★ REACHED MORE THAN ★★★

**5,400** unique touchpoints with medical providers, nurses, dietitians, and staff in FY24.

**80% OF THE PHYSICIANS** visited by TBC reps are found more likely to give **BEEF-POSITIVE** patient recommendations.

# FUELING VICTORY WITH BEEF



Providing beef-focused dietary resources to help high school athletes fuel their bodies for peak performance.



★ SINCE ITS LAUNCH LESS THAN 2 YEARS AGO ★

**600+** coaches, athletic directors, and trainers have registered to harness the power of beef for their athletes.

**65+** unique resources available on [SportsNutritionGamePlan.com](https://SportsNutritionGamePlan.com).

**19** other state beef councils are actively using the Sports Nutrition Game Plan content and assets developed by TBC.

*Encourage the athletes in your life to sign up.*

**2023** Sports Nutrition Game Plan is launched to showcase the critical role of nutrition in athletes' diets, especially protein like beef.

## A DECADE OF SUCCESS

2014

2015

2016

**2018** Medical Office Outreach program adds rep to reach doctors in San Antonio.

2018

2019

**2021** MyPlate curriculum is created to educate about beef's role in a well-balanced diet based on USDA dietary guidelines.

2022

2023

2024



# BUILDING BEEF-LOVING COMMUNITIES

## BY EXTENDING ON THE RANCH EXPERIENCES

### KEEPING BEEF ON MENUS AND PLATES

Building communities is all about bringing people together over shared interests, and few are as crucial to keeping beef center of the plate as chefs and retail/foodservice professionals.

- Conducted two Pasture to Plate tours for 35 chefs in partnership with West Texas A&M University Meat Science Department.
- Partnered with Brookshire Brothers to highlight beef as a meal solution for busy families by implementing four on-pack recipe labels across 120 stores.
- Hosted beef-specific lectures and demos at the Culinary Institute of America, Dallas Culinary College, and St. Philip's College to engage students and instructors with in-depth beef content.
- Partnered with small processors, retailers, and independent meat markets to extend BLT resources.



### Continuing Beef Industry Education

- Sponsored two flagship Beef 706 programs at Texas A&M University. These meetings reached over 60 producers, students, and Texas A&M AgriLife Extension Agents with in-depth education on live cattle evaluation and value in an effort to gain an understanding of what happens once calves leave the ranch. **Attendees represented over 4K head of cattle and over 36K acres across Texas.**
- Planned and executed train-the-trainer events for Extension Agents as requested by regional leadership. This training empowers agents to facilitate beef programs and extend TBC resources.
- Partnered with Texas A&M AgriLife Extension and Texas & Southwestern Cattle Raisers Association to **host 94 Beef Quality Assurance-related meetings across the state, with a combined reach of over 5,098 producers.**



### Reaching The Next Generation

- In partnership with the National Ranching Heritage Center (NRCH), TBC provides teachers and industry partners with Hank the Cowdog classroom activities created by the NRCH.
- AgriLife Extension agents and Texas CattleWomen partners gained access to Hank the Cowdog materials.



### Inspiring Wellness Advocates

- The Beef Team, TBC's group of fitness enthusiasts fueled by beef, continued extending positive beef messages to a greater consumer audience. **Activations like volunteerism, continuing education, and race participation, were up 13% from FY23.**
- An elite group of members attended a Pasture to Plate tour in the Panhandle, which highlighted the beef industry in Texas.

“I really appreciate the hands-on experiences. I can also take that background to relay to others as far as the value and the benefits of beef as part of a healthy nutritional diet for an athlete.”  
~ Beef Team Member and college professor from Houston



Watch a recap of the Beef Team Pasture to Plate experience

2018

**Beef Loving Chefs community** is formed to further TBC's reputation as a trusted resource among culinary and foodservice professionals.

2020

Born from the need to help more people experience the Texas beef industry, TBC created **Raw Truth About Beef** to provide a unique opportunity to go behind-the-scenes of the beef lifecycle.

A DECADE OF SUCCESS

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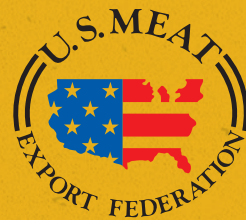


# TEXAS BARBECUE 2023



## POWERING INDUSTRY PARTNERSHIPS

With 95% of the world's population located outside our borders, TBC partners with the U.S. Meat Export Federation (USMEF), a contractor to the Beef Checkoff, to keep U.S. beef on plates around the globe. From short ribs to variety meats like tripe and livers, there is a global market for our product.



### Sharing Attributes of U.S. Beef

- Reintroduced Texas-style barbecue to Hong Kong's foodservice industry with the 14th Great American Texas Barbecue, attracting **850 industry professionals**.
- Conducted a Costco Roadshow across 33 stores in Japan, reaching nearly **997K pounds of U.S. beef sold**.
- Supported 148 in-store tasting promotions in 35 stores across 3 different companies in Taiwan. This led to increase sales and **maintaining the 70% market share on chilled beef**.
- Conducted in-store sampling with retailers in Korea, generating over **305K pounds of U.S. beef sold**.

### Texans Serving on a National Stage

A strong state-national partnership is a cornerstone of the Beef Checkoff's Long Range Plan. TBC is firmly committed to this partnership, with **435 Texas producers holding national positions** within the Federation of State Beef Councils and Cattlemen's Beef Board over the last decade.

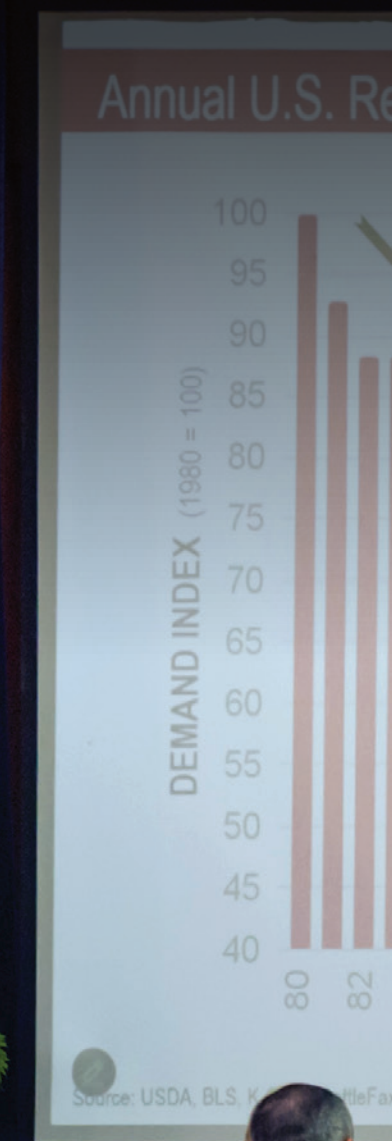
**2016** Texas producers **strengthen their commitment to growing international markets** in partnership with the U.S. Meat Export Federation.

## CELEBRATING BEEF CHECKOFF SUCCESSES WITH PRODUCERS ACROSS TEXAS

TBC partnered with state cattle organizations to moderate panels and share keynote presentations about the impact of Beef Checkoff investments.

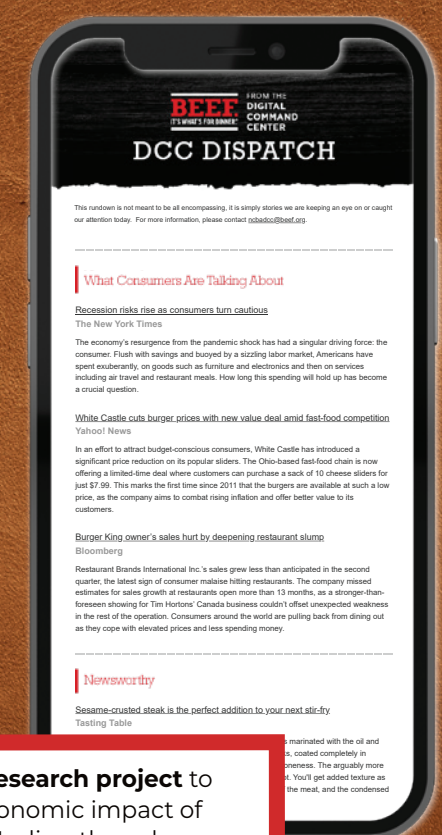


**TBC** brought home several marketing and communications awards from the Livestock Publications Council and Agricultural Communicators Network contests at the 2024 Agricultural Media Summit, the largest ag media conference in the country.



## SAFEGUARDING TRUST IN BEEF

As part of a comprehensive strategy, TBC collaborates closely with state cattle organizations and the national Beef Checkoff to stay ahead of emerging challenges that could affect consumer trust and producer livelihoods.



**2022** TBC funds a research project to explore the economic impact of beef trade, including the volume, value, and product mix of imports and exports.

## A DECADE OF SUCCESS



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**Audited financial statements will be available in early 2025.** If you have questions, please contact the Texas Beef Council at [info@txbeef.org](mailto:info@txbeef.org) or call **(512) 335-2333**.

For more Beef Checkoff information, visit us at [TexasBeefCheckoff.com](https://TexasBeefCheckoff.com).

To see how we're connecting with consumers, visit us at [BeefLovingTexans.com](https://BeefLovingTexans.com).

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