

OCTOBER 1, 2017 - JUNE 30, 2018

Texas Beef Checkoff Program Activities & Update

FUNDED BY THE TEXAS BEEF COUNCIL AND THE BEEF PROMOTION RESEARCH COUNCIL OF TEXAS YOUR STATE AND NATIONAL BEEF CHECKOFF PROGRAMS

THE STRATEGIC GOAL

The Texas Beef Council's overall strategic goal is to help be a catalyst to increase beef demand. Working under the Texas industry Long Range Plan, Texas Beef Council and the Beef Promotion Research Council of Texas are working every day to help keep Texas beef producers profitable.

BEEF LOVING TEXANS CAMPAIGN

Texas Beef Council launched the Beef Loving Texans lifestyle brand to our consumer audience in 2016. Beef Loving Texans is TBC's consumer marketing initiative funded by your beef checkoff. The Beef Loving Texans brand is a community built around Texas pride, heritage and our shared love for beef.



TBC recently unveiled 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.

To see how your Texas beef checkoff is connecting with our target audience, visit BeefLovingTexans.com.

RESEARCH.

Research means studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and beef products, other related food science research, and new product development.

FY18 \$647,000 which includes \$500,000 for research funded nationally through TBC's voluntary investment and \$147,000 for in-state research

BEEF QUALITY & SAFETY RESEARCH

Three ongoing research projects in the areas of beef quality and safety

HUMAN NUTRITION RESEARCH

One ongoing research study on beef in healthy dietary patterns

PROMOTION.

Promotion means any action, including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace.

DOMESTIC CONSUMER PROMOTIONS

Target Audience - Millennials (born between 1980-2000); all Texan households with children in the home; and those who have millennial-style interests and lifestyle. Research defines the digital platform as the best way to reach this audience in high population centers.

CONSUMER COMMUNICATIONS

- **Seasonal Consumer Content** - Beef Loving Texans staff created digital videos and recipes to connect with Texans during the fall season. Content included short videos about beef bringing people to the table when tailgating and celebrating Friendsgiving and the holidays.
- **Fifth Quarter** - a long-form video about a Texas high school football tradition of feeding the community after a Friday night home game.
- **Taco Night** - a long-form video about the time-honored tradition of taco night and what makes it so special when creating meal time memories with family.
- **BBQquest** - a four-episode YouTube series, presented by Beef Loving Texans that travels to Austin Houston, Dallas and San Antonio to explore BBQ restaurants and tourist stops.
- **Cooking Segment Campaign** - checkoff spokespersons appear on morning and noon newscast in major and secondary Texas markets to demonstrate seasonal beef recipes. This campaign is conducted bi-monthly in San Antonio, Austin, Waco, Tyler, Beaumont, Lubbock and Amarillo.

PROMOTION. (cont.)

BEEF LOVING TEXANS CONSUMER ADVERTISING CAMPAIGN

In market for 19 weeks
(May 1 - Labor Day)

- **Digital TV:** (1) 30 second commercial airing in DFW, Houston, San Antonio and Austin; expected to generate 25 million impressions
- **Pandora Radio:** Statewide ads expected to generate more than 25 million impressions
- **Billboards:** 136 statewide, expected to generate 315 million impressions

TEXAS BEEF TEAM

A community of more than 1,200 beef loving fitness enthusiasts committed to living active, healthy lifestyles. The team is dedicated to serving their community and working towards building a healthy Texas.

- **Team Dinners and Meet and Greets** - Over 700 Beef Team members and guests fueled up for their big races. In addition, 160 new members were introduced to TBC and Beef Team members in their region.
- **Beef Team Participation** - Over 5,300 race appearances so far this fiscal year and over 600 volunteer appearances. They have also represented beef at 169 different health fair and fitness events across the state.
- **Beef Team Kids** - comprised of 292 kids ages 5-13. Together, the kids have completed over 350 activities representing beef.
- **Team Retreat** - 120 of our most active Beef Team members came together for a weekend-long retreat. The retreat not only served as an incentive prize but further develops our beef advocates, builds comradery amongst the team, and gives TBC the opportunity to build relationships with the top Beef Team representatives.
- **Team Grilling 101's & Adventure Races:** Dallas, Austin, San Antonio, Waco, Houston. 150 team members participated in a members only adventure race and Grilling 101.

CONSUMER EVENTS

- **State Fair of Texas** - The Beef Loving Texans "Grill Like a Texan" display was featured in the Texas Department of Agriculture Food and Fiber Pavilion during the 24-day State Fair of Texas. Over 70,000 consumers came through the booth and over 150,000 beef related materials and promo items were distributed.
- **Fort Worth Stock Show**

COMMUNITY HEALTH OUTREACH

Exhibiting at conferences with organizations who promote health and wellness in their communities

- **American Diabetes Association Tour de Cure:** Central Texas, Houston, Dallas
- **Texas Association of Health, Physical Education, Recreation, and Dance (TAHPERD) Annual Convention:** November/December Summer Conference - July
- **Marathon in a Month & Million Mile Challenges**
- **Healthier Texas Summit:** November
- **Camp Gladiator Games**
- **Healthy Kids Running Series:** (Spring & Fall)
- **Texas PTA Launch:** July
- **Dallas Mania Fitness Event:** August
- **AISD Back to School Bash:** August
- **Humana Diabetes Presentation:** November
- **Humana Lunch & Learn:** June
- **American Diabetes Association Lunch & Learn:** November (4 sessions)
- **UT Health Lunch & Learn:** November
- **Everi Austin Lunch & Learn:** April



DIGITAL OVERVIEW

BEEFLOVINGTEXANS.COM
741,799 sessions

BLT FACEBOOK
153,469 likes

BLT INSTAGRAM
11,100 followers

BLT TWITTER
7,185 followers

BLT PINTEREST
6,358 followers

INTERNATIONAL MARKETING

- Promotions and seminars taking place abroad throughout the year in: Japan, China/Hong Kong, Korea, Taiwan, Middle East, Central & South America, Caribbean, and the Greater Russian Region
- Export groups visiting Texas include: China, Central & South America, Caribbean
- 2017 Beef Exports set records with value up 15% to \$7.27 billion and volume up 6% to 2.7 billion pounds
- 2017 value to fed steer/heifer averaged \$286 per head

RETAIL & FOODSERVICE PROMOTIONS

Retail Couponing

- 500 stores participated in a promotion partnership with Fiesta Seasoning and Pabst Brewing for a chuck roast coupon and tamale promotion: November - December
- Holiday Roast brochures provided to 400 retail stores for use during the holidays: December

PROMOTION. (cont.)

- Ibotta Super Bowl – supported the national campaign for promotion of beef and Fritos combo deal. Results:

- 8.9 million total brand impressions
- 186,203 completed brand engagements
- Nearly 35,000 redemptions
- Majority of the shopper demographics remain consistent with other campaigns – predominately females, ages 25-44.

- Texas residents made up 10% of the redemption population, and 45% of total product was purchased at Wal-Mart.

Culinary Events

- Live Fire (Austin) – April
- Chef's Roll Beefsteak Event (San Antonio) – April
- Buffalo Gap Wine & Food Summit – April
- Austin Food & Wine Festival – April
- National Restaurant Association Show – May
- Chef's Roll Diner (Austin) – June

- American Culinary Federation Convention – July
- Texas Restaurant Association Marketplace – July

Foodservice Digital Outreach

- Beef Loving Chefs – TBC's private Facebook group has more than 750 members
- Digital content creation continues with CBS Digital in Dallas and Chef's Roll
- Beef Loving Chefs page on BeefLovingTexans.com launching this summer

EDUCATION.

(Consumer Information & Industry Information) Consumer information means nutritional data and other information that will assist consumers and other persons in making evaluations and decisions regarding the purchase, preparation and use of beef and beef products. Industry information means information and programs that will lead to the development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry.

RETAIL & FOODSERVICE EDUCATION

Beef Boot Camps

- Two HEB Culinary Boot Camps – additional scheduled for August
- Two Kroger Culinary Boot Camps – Dallas, Houston

Beef 101 Training

Ben E. Keith, Houston

Culinary Arts Outreach (Secondary & Post-Secondary)

- Beef Training with: John Marshall HS, Manor HS, Georgetown HS, Cedar Ridge HS, Escoffier Culinary Austin
- Burnet HS BBQ Cook-off
- Culinary Arts Career Conference – provided 400 students from 30 school with information on careers in the meat industry and classroom information for instructors
- Hospitality Educators Association of Texas Annual Convention – presented to 100 teachers and provided resources available for use in the classroom
- ProStart Culinary Competitions – Dallas and Houston

- FCCLA Culinary Competitions – Corpus Christi, Waco, Galveston, Odessa, Dallas
- Culinary Educators Training Conference – Dallas
 - Produced by TBC and the Texas Restaurant Association Education Foundation. More than 80 Texas high school culinary educators will be in Dallas at El Centro College for a two day culinary training event focused around culinary skills and beef.

Chef Pasture to Plate Tours

- South Texas – February, May

BEEF QUALITY ASSURANCE

- Hosting in-person BQA meetings throughout the state in FY18

Beef 706

- More than 55 producers attended two sessions of Beef 706 held in October and April
- Completed the South Texas regional session and Hill Country session
- Upcoming dates: August 15-16, September 19-20

ADVOCACY OUTREACH

Connecting, developing and training beef advocates to share positive stories and news about beef

Lone Star Leaders

- Launching Texas beef advocate network

Texas Youth Cattle Conference: June

- Engaging youth (16 yrs. and older) in a 4-day industry tour

Texas 4-H Round Up – June

Texas 4-H Livestock Ambassadors (TAMU) – July

Texas 4-H Livestock Ambassadors (TTU/WTAMU) – July

Texas 4-H Advocacy Academy – August

Texas FFA Convention – July

Jr. Commercial Steer Camp – July

Ranch Brigades – July

Vocational Ag Teachers Association of Texas Conference – August

Lone Star Leaders Collegiate Training – August

EDUCATION. (cont.)

HEALTH PROFESSIONAL OUTREACH & EDUCATION

MD Outreach Program

- The goal is to provide science-based beef nutrition information to medical doctors in efforts to change their recommendations of limiting beef in their patient's diets.
- Six representatives in Houston, Dallas, Austin, San Antonio
- Calling on family doctors and internists who are:
 - diagnosing high cholesterol patients
 - recommending that patients limit their beef consumption
 - See 300+ patients per month
- In FY17 the reps made more than 7,300 physician calls resulting in the potential reach of more than 9 million patients.
- In FY18 the reps have made more than 5,200 additional physician calls resulting in the potential extended reach of more than 4.5 million patients.

Health Conferences

- Food & Nutrition Conference - October

- Texas Academy Family Physicians Conference - November
- National Lipid Association Conference - April
- Texas Academy of Physician Assistant Conference - February
- Texas Association of Cardiovascular & Pulmonary Rehabilitation Conference - April
- National Child Nutrition Conference - April
- Texas Academy of Family Physicians Conference - April
- Texas Academy of Nutrition and Dietetics Conference - April
- Today's Dietitian Spring Symposium - May
- Texas Medical Association (TexMed) Conference - May
- Pri-Med Conference - May
- Live Well Event - May
- Texas Academy of Family Physicians - June
- Culinary Medicine Conference - June
- Regional Dietetic Association Meeting - South, North, Northeast, Southeast

Farm to Fork Tours

The goal of this program is to establish relationships with academia in order to ensure that

the curriculum in their program contains up-to-date and research based information on beef.

- Student/Academia Outreach - working with dietetic internships around the state in order to set up immersion experiences for their current dietetic interns in order to reach the future nutrition leaders in Texas.
 - Dietetic Interns from Sam Houston State University - January
 - Dietetic Interns from Medical City Dallas & Baylor Dallas - April

Local Dietetic Association/RD Outreach

Working with local dietetic associations to schedule both speakers and immersion tours for Registered Dietitians in the area.

- Farm to Fork for HEB Registered Dietitians - October
- Northeast Region Academy of Nutrition & Dietetics Seminar - February
- South Region Academy of Nutrition & Dietetics Seminar - January
- Southeast Region Academy of Nutrition & Dietetics Seminar - January

NEW BEEF MATERIALS DEVELOPED

- **Top It Like A Texan brochure**
- **Youth Materials** (kid's activity book, kid's cooking guide, bookmark, pencil)
- **Introduction to Diabetes brochure** (English & Spanish versions)
- **Your Everyday Guide to Weight Management brochure** (English & Spanish versions)
- **Healthy Eating Grocery Shopping Guide** (English & Spanish versions)
- **My Plate brochure and poster** (English & Spanish versions)
- **Texas Family Favorites Cookbook**

View educational materials here: BeefLovingTexans.com/resources



For more information,
please visit
TexasBeefCheckoff.com
or call
1-800-846-4113