

PFS Food Show



TBIC exhibited at the Performance Food Service FoodCentric Food Show this year. The booth shared the beef production story by taking food service professionals on virtual farm tours from *Beef. It's What's For Dinner*. TBIC staff also used this opportunity to share available resources with chefs and restaurant owners, helping them with beef menu ideas as well as nutrition facts.

Music City Fit Expo



TBIC exhibited at the 3rd annual Music City Fit Expo in July at the Vanderbilt Recreation & Wellness Center. To build upon the *Beef. It's What's For Dinner* national *Strength* campaign, TBIC had American Ninja Warrior Lance Pekus at the Expo to interact with attendees and put them through a 'Farm to Gym' workout, lifting hay bales and carrying feed buckets. Over 2,500 people attended this year and TBIC was able to

share nutrition education materials along with samples of Beef Jerky Trail Mix for attendees to take home. In addition to TBIC staff, members of the Team Beef TN running team were on hand to share how beef fits into their active lifestyles.

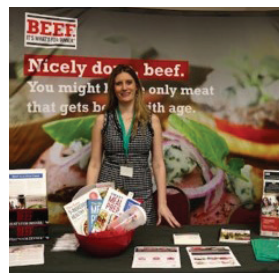
Youth Culinary Camp



The second annual Youth Culinary Camp was held in the TBIC office during July and it was another sold-out event. Kids ages 9-15 came together for the one-day camp, co-sponsored by Lodge Cast Iron, where they learned how to cook beef for breakfast using cast iron skillets and grill steaks, about beef nutrition and how to identify different beef cuts in the grocery store. The kids also learned about the new *Beef. It's What's For Dinner*.

resource, Chuck Knows Beef. Many of the kids said learning how to grill their own steaks was their favorite part of camp and they looked forward to cooking more beef at home with their families!

TN Academy of Nutrition and Dietetics



TBIC was the platinum sponsor of the annual Tennessee Academy of Nutrition & Dietetics meeting with 150 dietitians and dietetic students in attendance. Beef expert bureau member and Registered Dietitian Toby Amidor spoke to attendees about helping clients sort through fad diet information in the media

and shared helpful resources from BeefItsWhatsForDinner.com. Attendees also had the opportunity to stop by the TBIC booth for educational materials to use in their practices and to ask questions about beef in a healthy, sustainable diet.

FFA Grill Master



The 4th Annual FFA Grill Master competition is in the books and it was an outstanding beef-filled event. Ten FFA chapters showed off their steak grilling skills in hopes of snagging top honors in the state. This year

we raised the "steaks" on the competition with amazing sponsorships from Tennessee Farmer's Cooperative, ORCA Coolers, and Lodge Cast Iron.

Southern Women's Show



TBIC was at the Nashville Southern Women's Show again this year to provide a beef cooking demo for attendees. A Mediterranean-inspired recipe from *Beef. It's What's For Dinner* was shared with the audience, along with the latest research about how beef fits into a

balanced, Mediterranean-style eating pattern

July Beef Month Celebrations



Thank you to Governor Bill Lee for kicking off July Beef Month right by signing a proclamation declaring July as Beef Month in Tennessee. Valerie Bass, TBIC Executive Director, and TBIC Board Chairman and cattle producer Gary Daniel met with Governor Lee and Dr. Charlie

Hatcher, Commissioner of Agriculture, at the State Capitol to present them with steaks from Southern Natural Farms in Knoxville. The beef was processed at The Walnut Kitchen of Maryville, Tenn., by butcher Ashley Gaylor. The month-long beef celebrations included grilling at FFA camp, Nashville Battle of the Burger, Nashville and Memphis burger week, visits to 4-H Round-Up, 4-H Beef Backer program and, new this year, Beef and Burger days, a partnership with the TN Farmer's Cooperative to celebrate Tennessee's cattle producers.

Tennessee Beef Council 2019 Combined Statement of Activities

Total Revenue	\$819,845
Federal Checkoff	\$394,995
State Promotion	\$388,703
Non-Checkoff Income	\$36,147
Total Expenses	\$812,682
Promotion	\$126,506
Public relations	\$219,522
Industry information	\$17,738
Producer communications	\$122,969
Federation	\$54,705
Compliance	\$49,826
Administration	\$221,416
Change in Net Assets	\$7,163

Tennessee Beef Council 2019 Annual Report



For more information contact us
615-896-5811 | www.tnbeef.org

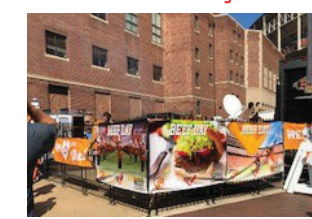
Battle of the Burger



TBIC was a sponsor of this year's Battle of the Burger in Nashville, hosted by *Nashville Lifestyles Magazine*, and Murfreesboro, hosted by *Murfreesboro Magazine*. TBIC had a booth set up in Nashville showing off Chuck Knows Beef, the all-knowing beef expert powered

by Google artificial intelligence and giving participants the chance to take a virtual reality tour of a beef cattle operation. Restaurants served up their best burgers in hopes of grabbing top honors. Burgers were judged by a panel and were also voted on by attendees for a fan favorite award. TBIC Chairman Gary Daniel served on the judging panel for the Nashville event. TBIC staff members Karman Meyer and Janna Sullivan streamed interviews with participating chefs leading up to the Nashville event as well as during the event in both locations.

UT Beef Day



TBIC continued our long-standing partnership with Texas Roadhouse and the Vol Radio Network to celebrate Tennessee's 37,288 beef producers on UT Beef Day at Neyland Stadium. Visitors were treated to

mouthwatering steak samples, games and prizes, and even a virtual reality farm tour from *Beef. It's What's For Dinner*. UT Block & Bridle Club was in attendance to help, as was Jennifer Houston, National Cattlemen's Beef Association President.

New program shows off youth beef cooking skills



Savor the Flavor video contest

This year 4-H students had the opportunity to show off their skills in the kitchen in the Savor The Flavor video contest. Students were asked to prepare a short cooking video complete with music and on-screen graphic

instructions preparing their favorite *Beef. It's What's For Dinner* recipe. We had a great pool of videos and it was hard, but we narrowed it down to the top 3. You can watch these top videos in the newsroom on our website, www.TnBeef.org, and try these tasty recipes for yourself.

Holiday cooking class



TBIC hosted a festive holiday cooking class highlighting several timely appetizer and entrée recipes. Attendees prepared various beef recipes from the *Beef. It's What's for Dinner* library, perfect for holiday entertaining. In addition to the hands-on experience of preparing the recipes, attendees received information about how cattle are raised, beef nutrition, economical ways to serve beef for the holidays,

and creative ways to use the delicious leftovers. Chuck Knows Beef, the virtual all-knowing beef expert created by the *Beef. It's What's For Dinner* team, was also introduced to participants to assist with their beef questions during the holiday season and beyond.

New TBIC staff member



TBIC welcomed Christina Davis as a full-time staff member, serving as the Director of Industry and Retail Relations. Christina has a background in retail, spending eight years with Publix Super Markets. She graduated from MTSU with a degree in Animal Science in December 2018. Christina has had a busy year so far meeting with many county cattlemen's groups to provide updates on the activities of the Beef Checkoff program and building relationships with retail contacts to provide them tools to build their beef case sales.

Federation of State Beef Councils Highlights



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie R. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeeffitsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeeffitsWhatsForDinner.com website.

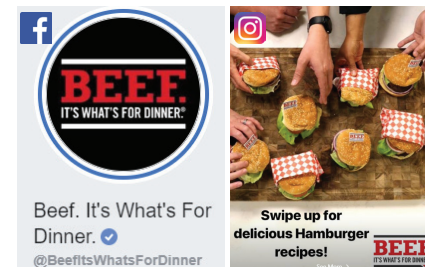
Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeeffitsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeeffitsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers