

Dietetic Interns Visit TN Cattle Producer



Sixteen soon-to-be dietitians from Vanderbilt Medical Center visited local cattle producer, Luke McPeak, to learn about how cattle are raised. For many, this

was their first experience on a farm or talking to a cattle producer, so it was an eye-opening learning opportunity. The farm tour visit was followed up with a media workshop where the interns practiced relaying what they learned on the farm into factual, nutrition-focused information for consumers. The attendees walked away with a better understanding about the nutritional benefits of beef in a healthy eating pattern and facts about how cattle are raised in the United States.

First Youth Culinary Camp a Success



TBIC held their first day-long, youth culinary camp at the Lane Agri-Park in Murfreesboro. The kids who attended, ages 9-15, spent the day learning about food safety, beef preparation, grilling steaks, how cattle are raised, and easy

recipes they can recreate at home. Recipes from BeefItsWhatsForDinner.com were used during the culinary camp and kids had the opportunity to practice their cooking skills. This much anticipated day camp was filled weeks in advance and the kids who attended wanted to know when the next camp day would be!

Dietitians Learn About Beef As A First Food



The TBIC exhibited at the annual Tennessee Academy of Nutrition & Dietetics meeting in Chattanooga where 160 Registered Dietitians and

students were in attendance. Prior to the start of the conference, a small dinner event targeted to pediatric dietitians in the state, was held to share important information about including beef as a complementary

food for infants. New resources and educational materials about First Foods for Infants & Toddlers was shared with attendees and the event was very well received.

State-Wide Producer Visits



The TBIC visited with cattle producers across the state, showcasing Checkoff programs and activities. Producers were encouraged to learn more about their Beef Checkoff

program by signing up for the monthly newsletter under the Cattlemen's Corner tab at tnbeef.org.

July Beef Month Highlights



Governor Bill Haslam signed a proclamation again in 2018 recognizing July as Beef Month in Tennessee.

To celebrate the occasion, TBIC sent promotional mailers to food influencers, media outlets, Team Beef members, and each of the livestock markets in Tennessee. The month kicked off with a cooking segment on Today in Nashville where dietitian Karman Meyer prepared Buffalo-Style Beef Tacos, and also discussed the partnership between the National Cattlemen's Beef Association and American Ninja Warrior fan-favorite, Lance Pekus, aka the 'Cowboy Ninja'. TBIC also participated in the annual Memphis Burger Week and Nashville Burger Week promotions, both which continue to be big hits with consumers!

Tennessee Beef Council and Beef Promotion Board

2018 Combined Statement of Activities

Total Revenue	\$808,778
Federal.....	\$402,850
State.....	\$405,928
Total Expenses	\$721,871
Promotion.....	\$121,182
Public Relations.....	\$180,526
Industry Information.....	\$14,506
Producer Comm.....	\$130,554
Federation.....	\$57,961
Compliance.....	\$46,817
Administration	\$170,325
Change in Net Assets	\$86,907



2018

Tennessee Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

UT Beef Day



The Tennessee Beef Council celebrated another fantastic year of UT Beef Day at Neyland Stadium with the Vol Network. Thousands of fans enjoyed free steak

samples from Texas Roadhouse and won beef prizes at the TBIC booth. It was the 31st year that TBIC has partnered with the Vols and the anticipation, excitement and support from fans continues to grow each year. For the past several years, Food City has also been a partner in UT Beef Day offering fans who purchase fresh beef from stores a chance to win tickets to one of the big games of the season, this year being the Tennessee—Alabama game. TBIC was proud to support a new Alzheimer's disease initiative, All In Against Alzheimer's, with the Athletics Department and the UT Medical Center Pat Summitt Clinic. It's a disease that hits home for us as Coach Summitt's father, Richard Head, was a cattle producer and rancher in Cheatham County.

4-H Contests & Beef Backer Program



TBIC again partnered with the 4-H youth program on several different contests during July Beef Month. One of the most anticipated, is a video competition that

challenges students to highlight beef production through their own personal stories. The "Moovie Video" Competition was designed for 4-H youth to share a 2-3-minute video telling the story of beef production from farm to plate, and 2018 saw more video submissions than ever before! Youth also participated in the Beef Backer program giving them the opportunity to promote beef in their communities. Through this program 10 individual beef promotion events in 5 separate counties were hosted by 4-H youth and their advisors.



For more information about your Beef Checkoff call (615)896-5811 or visit TnBeef.org



Dear Fellow Producers:
 Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.
 That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.
 The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally. Let’s face it: Beef will always be among the preferred meats because it tastes so good.
 The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.
 You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
 Edgar, Nebraska
 Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s *BeefItsWhatsForDinner.com* website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time *BeefItsWhatsForDinner.com* has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It’s important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That’s part of the Rethink the Ranch message. It’s why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen’s Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen’s affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It’s What’s For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018’s first half included Japan (\$1.02 billion – up 12 percent from last year’s pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

Cattlemen’s Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,162

Unaudited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That’s 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.