

7 GOVERNOR HASLAM'S PROCLAMATION OF JULY BEEF MONTH

Governor Bill Haslam signed a proclamation recognizing July as Beef Month in Tennessee. TBIC Executive



Director Valerie Bass and Giles county cattle producer Will Mayfield met with Governor Haslam at the State Capitol to present him with Tennessee-raised beef in honor of the event. This year, the presentation of steaks included beef from KLD Farm in Ashland City, a grass-fed, grain-finished cattle operation, and Tennessee Grass Fed, located in Clarksville.

8 BURGER WEEK SUCCESS IN MEMPHIS & NASHVILLE



The excitement and participation in Burger Week in both Memphis and Nashville continues to grow year over year and this year was no exception. In Nashville, 33 restaurants participated in Burger Week this year, offering \$5 burgers to customers. TBIC was a sponsor of the Nashville Scene Burger Week and joined in with their staff for

on-site promotions with "The Burg" during the week, giving away prizes to customers enjoying the \$5 burgers. TBIC was a sponsor for the second annual Memphis Flyer Burger Week and 15 restaurants were on board for the promotion this year. Leading up to Memphis Burger Week, the TBIC staff created several videos featuring the participating restaurants and their \$5 burgers to promote the event.

9 MURFREESBORO HOSTS FIRST BATTLE OF THE BURGER



TBIC partnered with *Murfreesboro Magazine* for the first Battle of the Burger, featuring local restaurants and chefs. The event was well attended and the weather was perfect for enjoying fresh, grilled burgers outdoors! The family-friendly event was shared online via the TBIC social media accounts and reached over 16K people with live videos and event posts.

10 DIETITIANS & DIETETIC INTERNS VISIT LOCAL FARM



Over the course of two days at the end of August, local dietetic interns and dietitians from around the state attended a media workshop sponsored by NCBA and visited a Cannon county cattle farm. For

many attendees, this was their first time on a working farm and speaking to a cattle producer. Mark Barker of Cannon County shared about his family's operation, which includes 100+ head of cattle and row crops, and answered questions regarding the care provided to cattle. After the farm tour, attendees heard from media expert Melissa Joy Dobbins, MS, RDN, CDE and had the opportunity to practice key nutrition messaging about beef. Many of the participants were happy to hear about the variety of lean cuts available to consumers and left feeling more comfortable speaking about the nutritional benefits of beef in a balanced diet.

11 30 YEARS OF UT BEEF DAY IN THE BOOKS!



On October 14, the Vol Network and TBIC celebrated 30 years of partnership with UT Beef Day. Fans were eager to receive beef samples from Texas Roadhouse and enjoyed playing 'Beef Plinko' at the TBIC booth.

Jennifer Houston from Sweetwater, represented Tennessee cattle producers during the call-in show before kick-off. TBIC shared behind-the-scenes videos of Neyland Stadium on their Facebook page and Instagram account, giving UT fans a one-of-a-kind experience! The 30th year of UT Beef Day also received coverage from several Knoxville media outlets leading up to and after the event.

TBIC EXHIBITS AT TENNESSEE FAMILY PHYSICIANS SYMPOSIUM



The annual Tennessee Academy of Family Physicians Symposium took place at the end of October in Gatlinburg and TBIC exhibited for the second year in a row. With the new BeefWISE study that was released this summer, it was important to share the latest nutrition research with family physicians in the state. TBIC also

sponsored one of the breaks between educational sessions and provided a "build your own" trail mix bar featuring Tennessee-made beef jerky!

1 TBIC HOSTS CHILI COOK-OFF



The Tennessee Beef Industry Council (TBIC) kicked off November with a Chili Cook-Off contest where 14 finalists competed in three categories: Original, Spicy, and Young Chefs. The finalists prepared their chili for event attendees to sample and a panel of judges voted on a winner in each category and also an overall winner for the cook-off. This family-friendly event was held in partnership with 94-FM The Fish, a Middle Tennessee Christian radio station, and included other activities during the day such as a cake walk, face painting, and a live cattle exhibit. A recipe booklet that includes all the chili finalists' recipes was made for future use by TBIC.

2 BEEF RECIPE SHARED FOR HEART-HEALTHY MONTH



During the month of February, Registered Dietitian and TBIC staff member Karman Meyer shared a heart-healthy beef recipe from BeefItsWhatsForDinner.com on the Channel 4 program Today in Nashville. Karman discussed what a heart-healthy diet consists of, from breakfast through dinner, and shared how lean beef fits into a healthful diet.

3 NEW INITIATIVE WITH BOYS & GIRLS CLUB

A new initiative with the local Boys & Girls club in Murfreesboro began in 2017. Once a month, we visit the club and discuss healthy eating habits and make an easy beef recipe. Kids learn how to prepare a healthy beef recipes they can easily take home and make with their families.



4 TENNESSEE CULINARY CLASSROOM TOUR



In April, NCBA Executive Chef Dave Zino and TBIC staff member Janna Sullivan hit the road to visit culinary schools in Tennessee. During the 4-day tour, classes were held for ProStart culinary teachers and high school culinary programs. Chef Dave gave a lecture about umami and Janna shared information about the Beef Checkoff and our foodservice and retail programs. The students were then challenged to create a dish using a specified cut of beef. The students did a wonderful job creating delicious beef dishes!

5 BEEF & WINE PAIRING

The TBIC hosted a Beef & Wine Pairing event held at the Beef Council office in Murfreesboro in partnership with Fetzer Wine. The event focused on the versatility of beef and how to pair different beef dishes with wine. The menu featured six dishes, from appetizers to desserts! The event was open to the public and was very well received by attendees.



6 CHEF VIDEOS + BATTLE OF THE BURGER



Leading up to the Battle of the Burger in Nashville, TBIC staff members Janna Sullivan and Karman Meyer met with chefs participating in the battle to do video interviews. The videos were shared on YouTube, Facebook, and Twitter to help promote the event, held in partnership with *Nashville Lifestyles* magazine. The video content reached a wide audience on Facebook and they can each be viewed on the Tennessee Beef Council YouTube channel. The Battle of the Burger event, which took place in downtown Nashville, was sold out this year!

TENNESSEE BEEF COUNCIL and Beef Promotion Board 2017 Combined Statement of Activities

Total Revenue	\$ 830,452
Federal	\$419,147
State	\$411,305
Total Expenses	\$ 764,941
Promotion	\$185,857
Public Relations	\$169,011
Industry Information	\$6,888
Producer Comm.	\$62,000
Federation	\$60,930
Compliance	\$72,288
Administration	\$207,967
Change in Net Assets	\$ 65,511



2017 TENNESSEE Beef Industry Council Annual Report



Funded by Beef Farmers and Ranchers