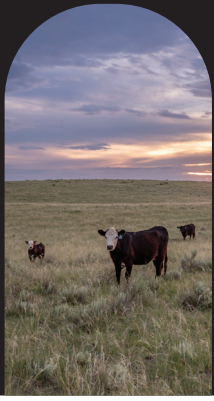


2025



Tennessee Beef Industry Council Annual Report

Tennessee Beef Industry Council manages the Beef Checkoff and the state Beef Promotion Programs.

Major League Baseball's Speedway Classic at Bristol



Tennessee participated in the **MLB Speedway Classic** (Atlanta Braves vs. Cincinnati Reds at Bristol Motor Speedway) along with AL, FL, NC, KY & VA. These states pooled resources to reach consumers on-site and digitally during the attendance record-setting event. Over 91,000 fans made their way to Bristol to be part of the momentous MLB game. On-site the *Beef. It's What's for Dinner.* tent was one of the most popular places to be. Consumers enjoyed talking with cattle producers, eating beef jerky sticks, picking up an array of beef recipes & swag, and entering to win a cooler of beef shipped to them after the game.

The digital ad campaign reached over 1.25M fans through Connected TV on FoxSports & MLB.TV and through YouTube, and Google Ads. Completed YouTube video views were an impressive 274K at the aggressively efficient cost of \$0.016 per completed view - less than half of the \$0.04 pre-game estimation. BEEF was definitely the MVP! The Most Valuable Protein!



Tennessee Best Burger Contest



What a tremendous year! Several home runs for our state include the successful first year of the **Best Burger Contest** promotion which garnered nominations for 381 restaurants throughout the state and earned 373,492 content views and 2,962 content interactions.

This contest culminated with an Elite Eight being selected to begin the **Tennessee Burger Trail**, which will highlight Tennessee's Best Burger Restaurants year over year. Visit tnbeef.org to view the trail. This year's overall winner was DMD Family Farm & General Store in Midway, TN.

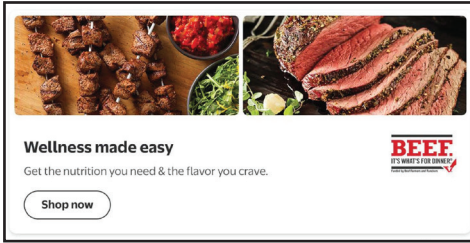
Young Cattlemen's Leadership Program



The **Young Cattlemen's Leadership Program**, a partnership between the TN Beef Industry Council and TN Cattlemen's Association, is a leadership program that will be instrumental in identifying the next generation of

informed industry leaders. Thirteen participants made up the inaugural class, and they completed 6 unique leadership sessions in the course of a year. The 2026 class has already been selected, and plans are underway to build upon the success of year one.

Impressive Return on Investment



Tennessee has had several retail successes by partnering with NCBA, a contractor to the Beef Checkoff, in the last year. The

first was with a large multi-unit retailer with locations in all 50 states. The TBIC invested \$10,000 in the **Spring Digital Campaign** with the retailer which focused on wellness themed beef advertising targeting Tennessee consumers from March 3 – April 13. For the investment, the multi-unit retailer delivered 1.85M ad impressions to TN consumers and saw \$7,100,554 in traceable/attributable beef sales. Meaning those were dollars spent by TN consumers who saw the Beef Checkoff wellness ads and purchased beef within 14 days. This gave Tennessee an ROI of \$709 in attributable beef sales.

Beef for Back to School



Second, was our participation in a national **“Back to School”** digital ad campaign from August 15 – September 30 with “national club store” locations in Tennessee. For our \$5,000 ad buy, the club store delivered 555,064 ad impressions

to TN consumers and reached over 111,754 TN households. The club store saw \$771,100 in traceable/attributable beef sales. Meaning those were the beef dollars spent by those TN consumers who saw the ads you funded and purchased beef within 14 days. This gave Tennessee an ROI of \$154.22 in attributable beef sales.

July Beef Month Activities

July is Beef Month in Tennessee, and we always have multiple activities taking place. Several include, Beef Checkoff information & promotional boxes shipped out to all of our livestock markets across the state, Beef Backer contests with 4-H, FFA, and Young Farmers & Ranchers, Beef cooking segments & website homepage takeover with FOX 17 in Nashville, Governor Lee’s Beef Month Proclamation & Steak Presentation, and this year we added the Best Burger contest judging & the Speedway Classic event. It was a busy month promoting BEEF in Tennessee!

For more information about the Beef Checkoff & Promotion Programs follow us on Tennessee Beef Industry Council

In-state Beef Farm Tours



The TBIC also hosted several in-state **Beef Farm Tours** for educators and industry leaders throughout the state. The groups included Lipscomb University and their Dietetic Program, Tennessee ProStart and their High School Culinary educators and the Pasture to Plate Experience for the Young Cattlemen’s Leadership Program.



New SEC Advertising Partnership



This fall, several states joined forces to advertise BEEF during SEC football games. The goal of this campaign was to reach relevant and engaged consumers with a *Beef. It’s What’s for Dinner.* message as they watched and streamed live SEC football across a variety

of platforms and networks. By activating across different networks, such as ESPN, CBS Sports, ABC, FOX, and the SEC Network, this campaign worked to capture as many impressions as possible during regular season and the 2025 SEC Championship. This regional state partnership garnered 915K completed views with the cost per completed view (cpcv) of \$0.054, which is in line with the pre-campaign expectations considering the extremely premium and competitive nature of this inventory (average cost per completed view for general placement is around \$0.04).

