

2024

Tennessee Beef Industry Council & Beef Promotion Project Report



TN & KY Hire Registered Dietitian

Our pilot project with KY, in partnership with NE and KS, successfully hired a Registered Dietitian shared between TN and KY. Alex Scott has been exceptional, impressing us with her organizational skills, quick learning, and valuable contributions, including the creation of an e-newsletter and **beef-centric portion graphics**. Her role has been extended with additional funding from NE, KS, and MN as she expands her influence as a credentialed voice for beef nutrition.

TN Beef Council Partners with ProStart

The Beef Council presented at several chapters and judged the state ProStart Culinary Competition. Additionally, TBIC established the **Beef Bucks** program to support culinary teachers. Teachers must complete specific criteria, including a Beef Professional Development seminar and an on-farm tour. After meeting these requirements, teachers are reimbursed for beef used in their classrooms.

Retail Summer Grilling Campaign

The TBIC extended the national summer grilling retail campaign with a large club store in Tennessee. This effort helped build demand for beef and encouraged grilling. Nationally, the campaign reached 8.2 million households and garnered 52.4 million impressions. Our additional investment resulted in 858,335 impressions with Tennessee consumers, leading to over \$1.1 million in attributable beef purchases within 14 days.

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Beef Month

In Tennessee, we celebrate Beef Month in July, showcasing our exceptional beef and the hardworking farm families behind it. TBIC promotes Beef Month with statewide events, including county Beef Backer promotions, Burger Weeks, TV segments, promotional boxes for Livestock Markets, Direct Marketers, local Farmer’s Cooperatives, and Governor Lee’s Beef Month Proclamation. This year, we reintroduced the popular **Beef Month yard signs**, enhancing community engagement!

Farm Mom Season 2

Season 2 was another terrific success, showcasing various segments of the beef industry and the pivotal roles of farm moms. Traci Middleton highlighted genetics and how selection has improved her Angus herd. Stephanie Barnett showcased their livestock market and its role in securing optimal cattle prices. Emmy Lou Armstrong provided insight into dairy farming and educating youth on milk production. Jennie Schutte-Patrick shared how her family raises beef and serves their community through direct marketing. This season achieved 274,039 video views, 179,000 full episode views, and 47,774 interactions, connecting audiences to these influential farm moms.

Tennessee Beef Council & Beef Promotion 2024 Combined Statements of Activities

Total Revenue	\$783,482
Federal Checkoff	377,528
State Promotion	356,542
Non-Checkoff Income	49,412
Total Expenses	\$838,088
Promotion	150,259
Public Relations	231,108
Producer Comm.	58,897
Federation	55,368
Compliance	44,887
Administrative	297,569
Change in Net Assets	(\$54,606)



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