

Beef Loving Texans' Crown The Best Butcher In Texas

Austinite Wins State Title in Inaugural Competition

WINNER

Bryan Butler
SALT & TIME - AUSTIN, TX

RUNNERS UP

Michael Majkszak
MAJKSZAK'S MEAT MARKET - CONROE, TX

Shawn Knowles
OLD TOWN MARKET, LEWISVILLE, TX

After nearly four months of intense competition, culminating in a final battle at the Austin Food + Wine Festival, the Texas Beef Council (TBC) is proud to announce Austinite Bryan Butler as Beef Loving Texans' Best Butcher in Texas. During the finals, competitors went knife-to-knife to merchandise and fabricate various cuts of beef for consumer-ready purchase, and were judged on their technique, creativity, presentation and ability to interact with the consumers and answer questions.

Two other competitors from across the state fought valiantly for the title, including Michael Majkszak, owner of Majkszak's Meat Market in Conroe, and Shawn Knowles, owner of Old Town Market in Lewisville; ultimately, it was Salt & Time Butcher Shop co-owner Bryan Butler who took home the title. Butler has a lifetime of experience as a butcher, and in 2010 he partnered with Ben Runkle to make Salt & Time Austin's first whole carcass Butcher Shop, Salumeria and Restaurant.

After being crowned the "rarest of them all," Butler received a \$5,000 grand prize, a knife set courtesy of Victorinox Swiss Army from their Fibrox Pro Cutlery line, a custom golden cleaver trophy, as well as inclusion in a one full-page co-branded ad in Texas Monthly.

"Hosting the competition has allowed us to not only showcase beef and celebrate a Texas tradition; it further enhances the checkoff-funded Beef Loving Texans brand," said Steven Lastovica, TBC board member and cattleman from Salado. "So far we've garnered 36 million media impressions from the competition and we expect that number to continue to grow. This is been a great opportunity to reach and engage with Texas consumers."

Each butcher that participated in the final competition will join Butler by representing Beef Loving Texans as the Best Butcher Council. These butchers will work together across the state to educate consumers on what to look for in the market for their beef needs.

Throughout the competition process that started in January, semifinal competitions were held in Houston, Dallas and San Antonio, each yielding over 190 pounds of beef. All the beef from each event was donated to charitable organizations, resulting in a total of over 2,400 meals being served to those in need across Texas. In each regional semifinal city, TBC partnered with culinary schools to host the events, including The Art Institute of Houston, El Centro College in Dallas and St. Philip's College in San Antonio, providing an educational opportunity for interested students.





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Brandi Richards - Hereford

Staci Schoenfeldt - Fort Stockton

Dick Sherron - Beaumont

Kelley Sullivan - Crockett

Michael White - Vernon

Bill Wight - Odessa

Zachary Yanta - Runge



CATTLE TALK

Your Checkoff investment is building beef demand
through promotion, research, education.

SUMMER 2017

Beef Loving Texans Launches New Advertising Campaign

The Texas Beef Council (TBC) announces the launch of a new ad campaign as part of the ongoing Beef Loving Texans brand movement aimed at elevating Texans' passion for beef.

The 2017 "Only in Texas" campaign celebrates the nuances, pride and deeply-rooted values only found in this great state. Advertising for the campaign includes radio, billboards and digital television appearing in market for 16 weeks (May 15 - Labor Day).

"We're proud and excited to launch the second year of the Beef Loving Texans advertising campaign," said Jason Beyer, TBC board chairman and cattleman from Stephenville. "Only in Texas aims to tell Texans' stories through family, community and tradition, connecting Texan values, nostalgia, and pride to the passion Texans have for beef. I hope all beef producers in Texas will recognize the value and importance of checkoff-funded programs like this one."

The Beef Loving Texans digital television ad is airing in Dallas/Fort Worth, Houston, San Antonio and Austin. Some of the streaming outlets include Hulu, Roku and Chromecast. The 30 second digital ad is expected to garner more than 26 million impressions.

"We know our target audience is consuming media online and we've been able to expand and innovate the digital advertising space to enhance our efforts in this medium," said Rachel Chou, TBC senior manager of consumer communications.

"Because of learnings and efficiencies from last year's campaign, we're able to be in the market six weeks longer and add the San Antonio market to digital TV with only a six percent increase in our advertising budget. The campaign is expected to achieve about 70 percent more total impressions."

Texans will also see Beef Loving Texans ads on 159 billboards across the state with the expected reach of more than 337 million impressions. Radio ads will be featured on Pandora radio reaching Texans with more than 25 million impressions.

Beef Loving Texans is TBC's consumer-driven brand created to share unique recipes, stories, cooking and shopping tips and expert nutrition information. The Beef Loving Texans brand celebrates the pride and values deeply rooted in Texans through family, community and tradition.

To learn more about Beef Loving Texans and other checkoff-funded programs, please visit TexasBeefCheckoff.com.

DIGITAL ADS

26 million impressions

DIGITAL RADIO ADS

25 million impressions

OUTDOOR ADVERTISING

337 million impressions



Program Updates

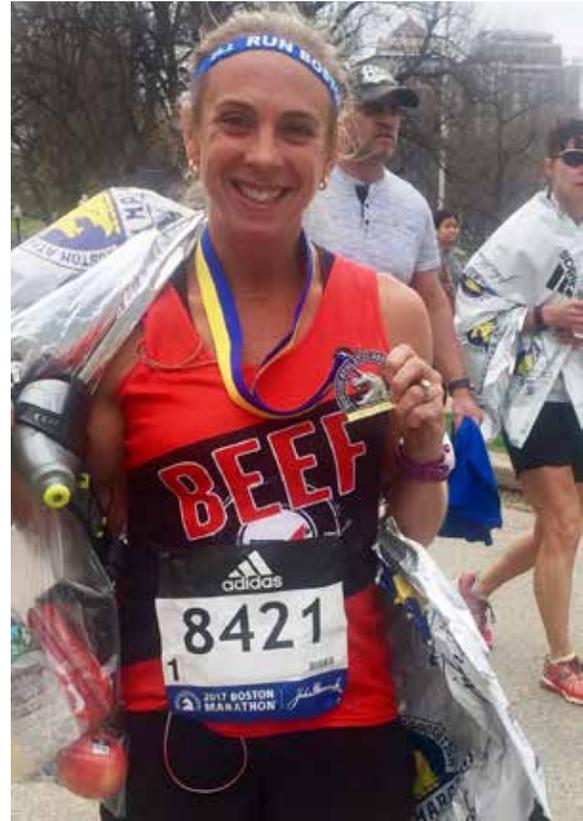


TEXAS BEEF TEAM MEMBERS RUN BOSTON MARATHON

Fourteen members of the Texas BEEF Team recently ran in the 121th Boston Marathon proudly wearing their beef jerseys and showcasing beef as a powerful protein. Seventeen additional Team Beef members from other states joined alongside the Texans ensuring beef was proudly represented at the historic race. Tammy Bogle of Austin, Texas, was the first female finisher for Team Beef, finishing in 3:22:39. The average finish time for the Team Beef runners was 3:40:10.

Team Beef runners were from New York, New Jersey, Virginia, Wisconsin, Missouri, Nebraska, Arizona, Illinois and Colorado. The checkoff-funded Texas BEEF Team is a community of 1,200 beef loving fitness enthusiasts across the Lone Star State. The team of athletes are committed to living active, healthy lifestyles and are dedicated to serving their community and helping other lead healthier lives. Team Beef runners were supported by the national beef checkoff, through its Northeast Beef Promotion Initiative (NEBPI).

To learn more about the Texas BEEF Team, visit TxBeefTeam.org.



BEEF SHOWCASED AT HEALTH PROFESSIONAL CONFERENCES

The Texas Beef Council's (TBC) nutrition team recently participated in the Texas Academy of Family Physicians Conference, Texas Academy of Physicians Assistants Conference, Texas Association of Cardiovascular and Pulmonary Rehabilitation Conference, and the Texas Academy of Nutrition and Dietetics Conference reaching more than 1,600 health professionals. During the conferences TBC sponsored speakers, hosted a luncheon, and exhibited a booth showcasing information and research showing high cholesterol patients can enjoy lean beef as part of a healthy diet. Attendees were provided research regarding the high cholesterol patient and wellness messages incorporating beef.

TEXAS BEEF QUALITY ASSURANCE

As part of a collaborative effort, the Texas Beef Council (TBC), Texas A&M AgriLife Extension and Texas and Southwestern Cattle Raisers Association recently hosted three Texas Beef Quality Producer (TBQP) programs for more than 120 cattlemen and women in Alvin, San Angelo and Uvalde. The mission of the TBQP program is to promote good management practices for cattle producers in an effort to strengthen consumer confidence in beef as a wholesome food product. Educating Texas beef producers about beef quality assurance practices continues to be an essential part of the checkoff-funded program.



BEEF EXPORTS REMAIN STRONG

U.S. beef exports capped a strong first quarter with excellent March results. Beef exports totaled 232.2 million pounds in March, up 18 percent year-over-year, with value increasing 22 percent to \$588.2 million. First-quarter beef exports were up 15 percent in volume (644.2 million pounds) and 19 percent in value (\$1.61 billion). March exports accounted for 12.5 percent of total beef production and just under 10 percent for muscle cuts only, each up slightly from last year. For the first quarter, the percentage of total beef production exported was down slightly from a year ago (12.4 percent vs. 12.5 percent) despite an increase for muscle cuts (9.8 percent vs. 9.4 percent). Export value per head of fed slaughter averaged \$270.14 in March, up 11 percent from a year ago, while the first-quarter average increased 10 percent to \$267.71 per head.

SOUTH TEXAS BEEF 706

The Texas Beef Council, Texas A&M AgriLife Extension and Texas A&M University Kingsville recently teamed up to kick-off the first session of a special Beef 706 program that began in March. The three-part series includes hands-on sessions focusing on beef quality management and marketing opportunities and is available for beef cattle producers from Brooks, Cameron, Hidalgo, Starr and Willacy counties. The checkoff-funded program was designed to help producers maximize profits and have a better understanding of the production process after their cattle enter the feedyard. More than 50 cattlemen attended the first session of the educational program.





Beef Loving Texans Steak Rub



**A FEW
MINUTES**



**MAKES 3/4
CUP OF RUB**



**11
INGREDIENTS**

INGREDIENTS

2 and 1/2 tbsp **chili powder**
2 tbsp **ground coffee**
1 tbsp **brown sugar**
1 tbsp **paprika**
1 and 1/2 tsp **oregano leaves**
2 tsp **minced garlic, dried**
2 tsp. **medium ground black pepper**
1 and 1/2 tsp **ground coriander**
1 and 1/2 tsp **dry mustard**
1 tsp **ground ginger**
2 tbsp **Kosher salt**

PREPARATION

- ① Mix ingredients in a bowl. Use for seasoning your favorite beef steaks.

SUGGESTIONS

Store in an airtight container up to 6 months. Tested with strip steak using 3 tsp. seasoning for one steak cooked on a gas grill. Tested as well with a strip steak, same amount of seasoning using the oven method. Sear on stove top in cast iron skillet, finish in the oven at 400°F degrees.

For other great grilling ideas and recipes find them on
[BeefLovingTexans.com/Texan-Grilling-Guide](https://www.beeflovingtexans.com/Texan-Grilling-Guide)