

BRINGING MORE TEXANS TO THE TABLE

TEXAS BEEF COUNCIL
ANNUAL REPORT
FISCAL YEAR 2023

BEEF
LOVING
TE★ANS

TEXAS BEEF COUNCIL

TEXAS BEEF COUNCIL SUCCESSES

For us Texans, it's all about celebrating our differences and acknowledging our shared desire to eat well, work hard, and help others. The Texas Beef Council (TBC) represents beef producers across this great state and powers Beef Loving Texans - the Beef Checkoff program that supports, educates, and inspires people to gather around the table over a shared love of beef.

The following successes showcase how TBC continued building beef-loving communities in fiscal year 2023. The programs within - created, funded and supported by your \$1-per-head state Beef Checkoff and \$1-per-head national Beef Checkoff programs - are what keep beef in its strongest state.

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ICA - Independent Cattlemen's Association
TCFA - Texas Cattle Feeders Association
TSCRA - Texas & Southwestern Cattle Raisers Association

STATE OF TODAY'S CONSUMER

As cattle producers, it's important to recognize the challenge our industry faces of protecting our reputation as a safe, sustainable product in a way that resonates with today's consumer. Farm and ranch families make up less than 2% of the U.S. population and are responsible for feeding the masses that are 3-4 generations removed from our way of life.

TBC's Beef Loving Texans brand brings people to the table by forging emotional connections over uniquely Texan recipes and stories of hardworking producers, renowned pitmasters, and more to be experienced throughout this report.

Our industry is constantly evolving, but today's consumer is changing at a more rapid pace. Your Beef Checkoff stays grounded in research to understand the unique qualities of today's Texan consumer, driving the greatest impact for beef producers.

Molly



MOLLY MCADAMS
Executive Vice President
Texas Beef Council



Despite inflationary times, **53%** of all fresh meat dollars were spent on beef last year. This was **TWICE** as much as chicken and more than all of the other proteins combined.¹

Consumers have **ranked beef over chicken** as a nutritious food.²

Beef consumption is strong in Texas and similar to the total U.S.³

Texans have higher positive perceptions of beef production compared to the U.S. and show stronger trust in ranchers.²

New meal ideas that are **quick, easy, and healthy** could encourage Texans to eat beef more often.³

1. Power of Meat 2023- IRI, Integrated Fresh, MUJO, % growth vs year ago, 52 week ending 12/25/2022 versus YA

2. Consumer Beef Tracker
3. PureSpectrum State Dashboard November 2022

WHO IS TBC'S TARGET CONSUMER AUDIENCE?

1. Texan parents, ~25-45 years old
2. Eats beef at least weekly
3. Daily social media user
4. Interested in recipes



Generation X
Ages 42-56



Millennials
Ages 26-41



Generation Z
Ages 12-25

INSPIRING MORE BEEF MEALS

121K
beef recipes
and materials
distributed at the
State Fair of Texas

203M
number of times
audience was
reached with
paid ads

26.7M
impressions from
media coverage,
including cooking
segments and
recipe features

3,598
pieces of
Beef Loving Texans
merchandise
sold

1.5M
recipe views

6.2M
views of videos
created by TBC's
in-house
creative team



ULTIMATELY,
MAKING ALL TEXANS
BEEF-LOVING TEXANS



CROWNING THE ULTIMATE BEEF LOVING TEXAN

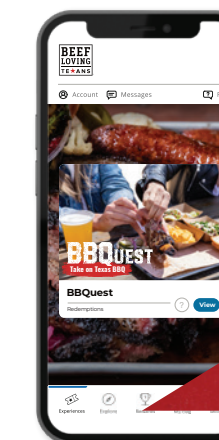


'Edu-Taining' Consumers With Award-Winning BBQuest Series

- Secured over **2,800 media stories** including *BBQuest* and recipes featured in the series, including the headline "The Best Cooking Shows on Hulu Right Now".



Kelsey Pribilski, *BBQuest* host



- Created a digital pass that allowed Texans to embark on their own *BBQuest*.

Tune into the series at:
BeefLovingTexans.com/BBQuest

TBC hosted the first-ever Ultimate Beef Loving Texan contest, resulting in **289K views** of cookoff episodes. Winner Chef Johnny Stewart will partner with Beef Loving Texans on content and in-person engagements in FY24.

EMBRACING BEEF IN A HEALTHY & SUSTAINABLE DIET

REACHING DOCTOR'S OFFICES WITH BEEF EDUCATION



Helping Young Athletes Achieve Peak Performance With Beef

Launched the new Sports Nutrition Game Plan, a power-packed beef nutrition resource for high school and college athletes. **Over 260 coaches, athletic directors, and trainers** have signed up to use this tool for their programs.



★ DELIVERED TARGETED BEEF NUTRITION MESSAGING TO ★

1,080 MEDICAL OFFICES

★ ★ ★ REACHING ★ ★ ★

4,100 MEDICAL PROVIDERS, NURSES, DIETITIANS, AND STAFF

Targeted healthcare pros with digital advertising promoting beef-related health and nutrition articles, resulting in

11,000 PAGE VIEWS

Bringing Health Professionals To The Ranch

- Hosted an immersive pasture-to-plate ranch tour for nutrition and health experts to learn more about beef production and sustainability.

Following the event, **92%** of attendees felt confident in their ability to discuss beef with their patients and clients.

Fueling Wellness Advocates And Athletes

- Beef Team members who claim they eat beef more than five times a week **increased 27%** from last year.

PROTECTING BEEF'S REPUTATION

HIGHLIGHTING STORIES OF THE BEEF INDUSTRY



Partnered with *Texas Monthly* and National Cattlemen's Beef Association to share stories of a Texas rancher and feedyard, with a **combined reach of 2M**.



Collaborated with rancher and ag influencer, Tucker Brown, to develop content for Beef Loving Texans channels that resulted in **215K views**.



Highlighted **four cattle operations in BBQquest: "Beyond The Pit"**, covering themes like animal welfare, land management, innovation, generational legacy, and ranching heritage.

Implemented and maintained **issues and crisis management plans** for TBC and the Texas Beef Issues Team

Hosted **in-person Foot and Mouth Disease preparedness planning meeting** with key industry stakeholders



EXTENDING BEEF EDUCATION



492 beef producers trained on **Beef Quality Assurance** best practices through partnership with Texas A&M AgriLife Extension and TSCRA.



900 Beef Team members participated in **8,881** activations advocating for beef's role in a healthy lifestyle.



Sponsored flagship **Beef 706 program** at Texas A&M University and regional sessions in Rio Grande Valley, Brush Country, and Big Bend regions.



Provided training and beef industry experience to **115+** Texas 4-H Ambassadors, Ranch Brigade participants, and Texas FFA members.

Culinary Institute of America (CIA) - San Antonio

- Most influential culinary school in the country. **3,500 students across 3 campuses**, with 93% going directly into the foodservice industry.
- Hosted third-annual Beef Loving Chefs Summit with **over 60 influential Texas chefs in attendance**.
- Hosted "Beef Week" on campus with culinary demos, family meals, and lectures to **over 200 students and 20 faculty members**.
- Continued membership of **CIA Society of Fellows**, allowing TBC's Chef Robert to continue building relationships at the highest levels.

Driving Online Beef Purchases

- Targeted online grocery shoppers through an eCommerce campaign, resulting in **over 193K steaks added to carts**.

Providing Direct Beef Sales Resources

- Developed a **new "Direct Beef Sales" toolkit** for producers who market beef directly to consumers.

Strengthening State & National Partnerships

- TBC's talented network of Beef Loving Chefs represented Texas at the *Beef. It's What's For Dinner. 300®* – the 42nd season-opening race for the NASCAR Xfinity Series in Daytona, Florida. Texas chefs developed and served beef meals to **over 1,000 NASCAR drivers, media, and the U.S. Air Force Thunderbirds team**.
- Partnered with Florida Beef Council to execute a beef culinary training at the Walt Disney World Flavor Lab for **over 60 chefs from food outlets across the Disney World Property**. This training exposed Disney chefs to the beef industry and opened doors for future trainings.



ENCOURAGING BEEF PURCHASES & MENU CREATIVITY

BUILDING A NETWORK OF BEEF LOVING CHEFS



Collegiate Partnerships



CELEBRATING BEEF CHECKOFF SUCCESSES WITH PRODUCERS ACROSS TEXAS

Text **BEEF** to **33777** to sign up for the *Cattle Talk* newsletter, or visit **TexasBeefCheckoff.com**

Understanding Producer Preferences

Deployed survey to understand the following Texas cattle producer demographics, communications preferences, and industry pressures.

Producers prefer to receive industry news via email, AgriLife Extension, in-person at cattle industry events, and through articles/news releases.

UNDER AGE 45:

More likely to prefer in-person events and social media.

AGE 45 & OLDER:

Prefer email and AgriLife Extension as news sources.

72% read printed industry publications at least monthly;
and 88% find them to be valuable.

MOST IDENTIFY AS: COW/CALF PRODUCERS

INDUSTRY SEGMENT

91% Cow/Calf	5% Other
17% Purebred or Seedstock	4% Auction Market
15% Stocker	2% Dealer or Order Buyer
5% Feedyard	1% Dairy

FAMILIARITY INCREASED

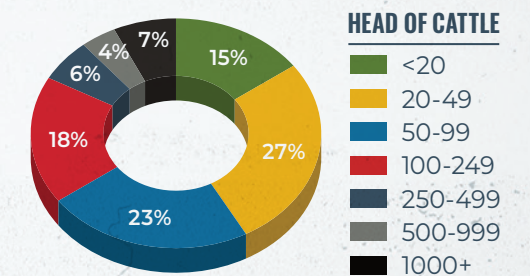
for nearly all

TEXAS BEEF COUNCIL PROGRAMS SINCE 2022

HERD SIZE IS DOWN FROM THE 2022 SURVEY

Respondents with **100+ head of cattle decreased by 15%.**

Respondents with **less than 100 head increased by 10%.**



Sharing The Impact Of Beef Research

Presented keynote panels at Texas & Southwestern Cattle Raisers Association and Texas Cattle Feeders Association annual conventions focusing on Beef Checkoff-funded research and the profound impact it has made over time.



Highlights:

- Taking control of beef's nutrition story, with consumers ranking beef over chicken as a nutritious food.¹
- Solving major quality issues like tenderness and making dramatic improvement towards injection site lesions.
- Leading the way in food safety, with the Beef Checkoff creating a blue-ribbon task force to investigate interventions for pre-harvest and beyond.

Source: 1) Consumer Beef Tracker 2018-2022

FY23 Annual Report | Texas Beef Council | 8

NATIONAL BEEF CHECKOFF UPDATES

SHARING THE UNIQUE ATTRIBUTES OF U.S. BEEF

Educating the global supply chain on U.S. beef attributes through foodservice industry training, retail promotions, and consumer promotions conducted by the U.S. Meat Export Federation (USMEF), a contractor to the Beef Checkoff.

To address tighter beef supplies, USMEF has heightened efforts to showcase underutilized cuts, even in well-established markets. There are also persistent headwinds in key Asian markets where foodservice has been slow to recover, and consumer confidence is low due to the impact of rising prices and the strong U.S. dollar. Some bright spots for U.S. beef include sustained demand in Taiwan, especially for alternative beef cuts.



The following highlights include market development activities conducted by USMEF with support from TBC:

Korea:

- **Korea remains the leading value market for U.S. beef** and is slightly ahead of Japan as the #1 volume market. Increased demand for beef variety meat has been a bright spot, as **variety meat exports to Korea increased 68% in volume (22.5M pounds)** compared to January through August 2022.
- Held 262 tasting days at designated warehouses and supermarket chains across Korea—113 outlets in all. The effort **generated 676K pounds in U.S. beef sales, an increase of 12% from 2022.**



Taiwan:

- Although the majority of beef is consumed through foodservice in Taiwan, retail maintains stable trendlines and remains essential for growth. **USMEF is reinforcing U.S. beef sales and helping retailers regain profits with intensified in-store marketing activities.**
- Extended new tasting demonstrations at 40 stores as part of a hot pot sliced beef campaign, which ultimately generated a **20% increase in U.S. beef sales** during the promotion period.

Visit [USMEF.org](https://usmef.org) for more information on all international programs.

BRINGING THE RANCH TO THE CLASSROOM

The Beef Checkoff engages with tomorrow's beef consumers by connecting with teachers. The American Farm Bureau Foundation for Agriculture (AFBFA), a contractor to the Beef Checkoff, reaches teachers across the country to integrate beef curriculum into their lesson plans in multiple ways, like free resources and lesson plans, virtual workshops and so much more. One resource that teachers cite as their favorite is the On The Farm STEM program featuring in-person teacher farm and ranch tours.



“The actual science behind where food comes from; the social, economic and political implications is foreign to urban students. That’s why I’m here, to learn a lot, provide perspective, and teach my subject with much more relevance and authenticity.”
~ Jerry Citron, Biology Teacher



ADDRESSING CLAIMS ABOUT BEEF AND THE ENVIRONMENT

While the climate-positive trend is a movement that beef producers know all too well, factors like taste, freshness, price, and safety continue to show more importance to consumers over stories of beef’s environmental impact.¹ Still, the Beef Checkoff is committed to dismissing and correcting those false claims while gaining consumers’ confidence through ongoing research and programs.



Source: 1) Consumer Beef Tracker 2018-2022

Audited financial statements will be available in early 2024. If you have questions, please contact the Texas Beef Council at **info@txbeef.org** or call **(512) 335-2333**.

For more Beef Checkoff information, visit us at **TexasBeefCheckoff.com**.

To see how we're connecting with consumers, visit us at **BeefLovingTexans.com**.

