

**BEEF  
LOVING  
TE★ANS**®

TEXAS BEEF COUNCIL

# BUILDING BEEF-LOVING COMMUNITIES

FISCAL YEAR 2022  
ANNUAL REPORT



# 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. 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 bringing people together in fiscal year 2022, from consumers to educators, chefs, retailers, health influencers, and the producers raising beef from pasture to plate. The programs within - created, funded and supported by your \$1-per-head state Beef Checkoff and the \$1-per-head national Beef Checkoff program - are what keeps beef in its strongest state.

## Inspiring More Beef Meals That Bring Texans to the Table

### BUILDING BEEF'S BRAND

The Beef Loving Texans brand provides a recognizable, uniquely Texan platform that resonates with the highest opportunity market segments, stakeholders, and partners to communicate beef's advantages.

- Disseminated materials to over 70,000 fairgoers at the State Fair of Texas.
- Sent quarterly e-newsletters containing seasonal recipes, blogs, and online store advertisements to over 24,000 consumers.
- In the news, Beef Loving Texans received 3,000 total media hits and conducted 16 cooking segments reaching audiences in major markets across Texas.
- Sold 2,887 pieces of branded merchandise to 560 online store customers (382 returning customers).

### BEEF RETURNS TO TV WITH *BBQUEST*

*BBQuest*: "Beyond The Pit", season 3 of TBC's popular video series, delves even deeper into the traditions that make Texas barbecue so legendary. Besides featuring some of the state's top pitmasters, this season visited cattle operations to spotlight the individuals and families responsible for producing high-quality beef.

Things are just heating up for *BBQuest* Season 3, and in a few months following launch resulted in:

- 7,300 organic episode views
- 37,421 pageviews of *BBQuest*-inspired beef recipes
- 2,700 media placements with a Family Features syndicated article and video.

*Note: We are unable to publicly share proprietary Hulu viewership data due to contractual agreements.*

Through its first 2 seasons, *BBQuest* has been viewed 2.9 million times and watched for 620,000-plus hours. The show has generated more than 830,000 engagements on social media.

### BEEF LOVING TEXANS ADVERTISING

Paid advertising increases Beef Loving Texans' brand visibility, promotes high-quality content, and inspires beef meals by reaching millions of Texans through their favorite digital channels.

- Paid advertising content reached our audience 309 million times.
- Directed over 241,000 consumers to recipe content on BeefLovingTexans.com.
- Targeted grocery shoppers in-store and online to drive beef purchases.
  - » Served ads to Sam's Club members through the store's app and website, resulting in 15% and 20% sales lifts following holiday and summer grilling campaigns, respectively.
  - » Partnered with H-E-B for three beef promotions during peak summer holidays.

### AMPLIFYING OUR MESSAGE WITH INFLUENCER CAMPAIGNS

Research shows time spent on social, digital, and virtual platforms is at an all-time high among consumers of all ages. Social media gives Beef Loving Texans direct access to conversations and engagement with consumers.

- Promoted *BBQuest*: "Beyond the Pit" by partnering with Texas barbecue influencers, driving 9,200 clicks and 57,300 video views.
- Established Beef Loving Texans' brand presence on TikTok by partnering with food influencers on a holiday campaign to showcase culturally diverse beef recipes, resulting in 1.45 million video views.

- Partnered with Food 52 and Chef Rick Martinez to sponsor an episode of the "Sweet Heat" YouTube series, where Chef Martinez showcased a grilled Ribeye empanada recipe. The episode was viewed over 7 million times.
- Collaborated with registered dietitians Kacie Barnes and Keli Hawthorne to produce a podcast episode addressing common misconceptions surrounding beef nutrition, which received 1,200 downloads.

### 5-STAR RECIPES ON BEEFLOVINGTEXANS.COM

The newly-designed BeefLovingTexans.com provides more nutrition and beef production content, plus the ability for users to register for an account for personalized recipes they can rate and save for future meal inspiration.

- Recipes were viewed 1.4 million times.



Tune in to the *BBQuest* series by visiting [BeefLovingTexans.com/BBQuest](https://BeefLovingTexans.com/BBQuest) or scanning the QR code with your phone camera.





## Embracing Beef in a Healthy and Sustainable Lifestyle

Combating negative misconceptions of beef's role in a healthy diet by sharing research with health professionals, aligning with credible health organizations, and empowering wellness advocates.

### HITTING DOCTOR'S OFFICES WITH BEEF EDUCATION

- Delivered targeted beef nutrition messages to 750 medical offices, reaching 415 medical doctors and 175 nurse practitioners.

### HEALTH PROFESSIONAL OUTREACH

- Delivered toolkits and digital e-blasts to 250 pediatric health professionals showcasing beef's benefits to babies.
- Exhibited at 9 conferences and symposiums with a potential reach of over 3,100 health professionals.
- Sponsored speakers to share beef-positive nutrition sessions at 5 conferences.

### FUELING WELLNESS ADVOCATES & ATHLETES

- 1,066 Beef Team members generated 8,166 activations (race participation, volunteerism, continuing education, and team challenges) across the state.
- Developed the new Sports Nutrition Game Plan program to position beef as an optimal, high-quality protein to fuel high school and collegiate athletes.



See more Texas Beef Checkoff successes or sign up for *Cattle Talk* by visiting [TexasBeefCheckoff.com](https://TexasBeefCheckoff.com) or scanning the QR code with your phone camera.



**BBQUEST**  
SERIES HAS RECEIVED  
**2.9M**  
★★ VIEWS ★★

**750 MEDICAL OFFICES**  
RECEIVED NUTRITION MESSAGES  
★★ REACHING ★★  
**415 DOCTORS 175 NURSE PRACTITIONERS**

**1.4M** RECIPE VIEWS  
ON BLT.COM  
**1.5M** TIKTOK  
INFLUENCER CAMPAIGN  
★ VIEWS ★

### Encouraging Beef Purchases and Menu Creativity

Engaging with retail and foodservice professionals to provide relevant beef resources, experiences, and promotion opportunities.

- Partnered with Molson/Coors and Gallo brands to execute seasonal in-store promotions that included beef products in 1,700 stores across Texas.
- Conducted training for 180 Kroger Market Managers and 50 H-E-B partners, providing tools on how to market beef and engage with customers.
- Hosted Pasture to Plate tours for chefs and members of the meat department from Kroger's Dallas division.
- Coordinated the second-annual Beef Loving Chefs Summit at the Culinary Institute of America in San Antonio for 40 culinary professionals.
- Partnered with Texas High School BBQ, Inc. to provide support, leadership, and education to over 500 students as well as instructors, parents, and mentors who share a love of barbecue.

### Providing Beef Education in the Classroom and on the Ranch

Today's consumer is further removed from agriculture than ever before. By providing different audiences the chance to experience the beef industry, TBC is building trust in beef and those responsible for raising it.

- Conducted 8 Beef Quality Assurance

trainings for 245 total producers in partnership with Texas and Southwestern Cattle Raisers Association and Texas A&M AgriLife Extension.

- Continued outreach of 2,856 registered learners in the Raw Truth About Beef online immersion experience focusing on six segments of the beef industry.
- Presented 3 workshops at the Ag Teachers Association of Texas Conference, reaching over 780 teachers with beef curriculum.
- Provided training and beef industry information to 107 Texas 4-H Livestock Ambassadors and 75 students participating in Ranch Brigades.
- Disseminated 119,000 resource materials across Texas.

### Celebrating Beef Checkoff Successes with Producers Across Texas

Sharing relevant and accurate Beef Checkoff information at producer meetings and through ongoing communications efforts.

- Attended 42 meetings across Texas to reach producers with Beef Checkoff messages and encouraged them to sign-up for the *Cattle Talk* newsletter.
- Increased *Cattle Talk* newsletter subscribers by 30%.
- Drove over 20,000 users to Beef Checkoff news on [TexasBeefCheckoff.com](https://TexasBeefCheckoff.com).
- Distributed press releases to ag trade publications with a potential reach of 1.1 million cattle producers and industry professionals.



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.

JAPAN:

- Sponsored retail campaigns that generated nearly 4.6 million pounds in U.S. beef sales.
- Supported a video campaign that highlighted cattle producers' safety and sustainability practices for U.S. beef production, receiving over 48 million views.
- Partnered with over 70 companies on a nationwide foodservice campaign

encouraging consumers to "Try! American Beef!". Consumers applied for prizes by ordering the featured menu items, which generated over 95,000 applications.

CHINA:

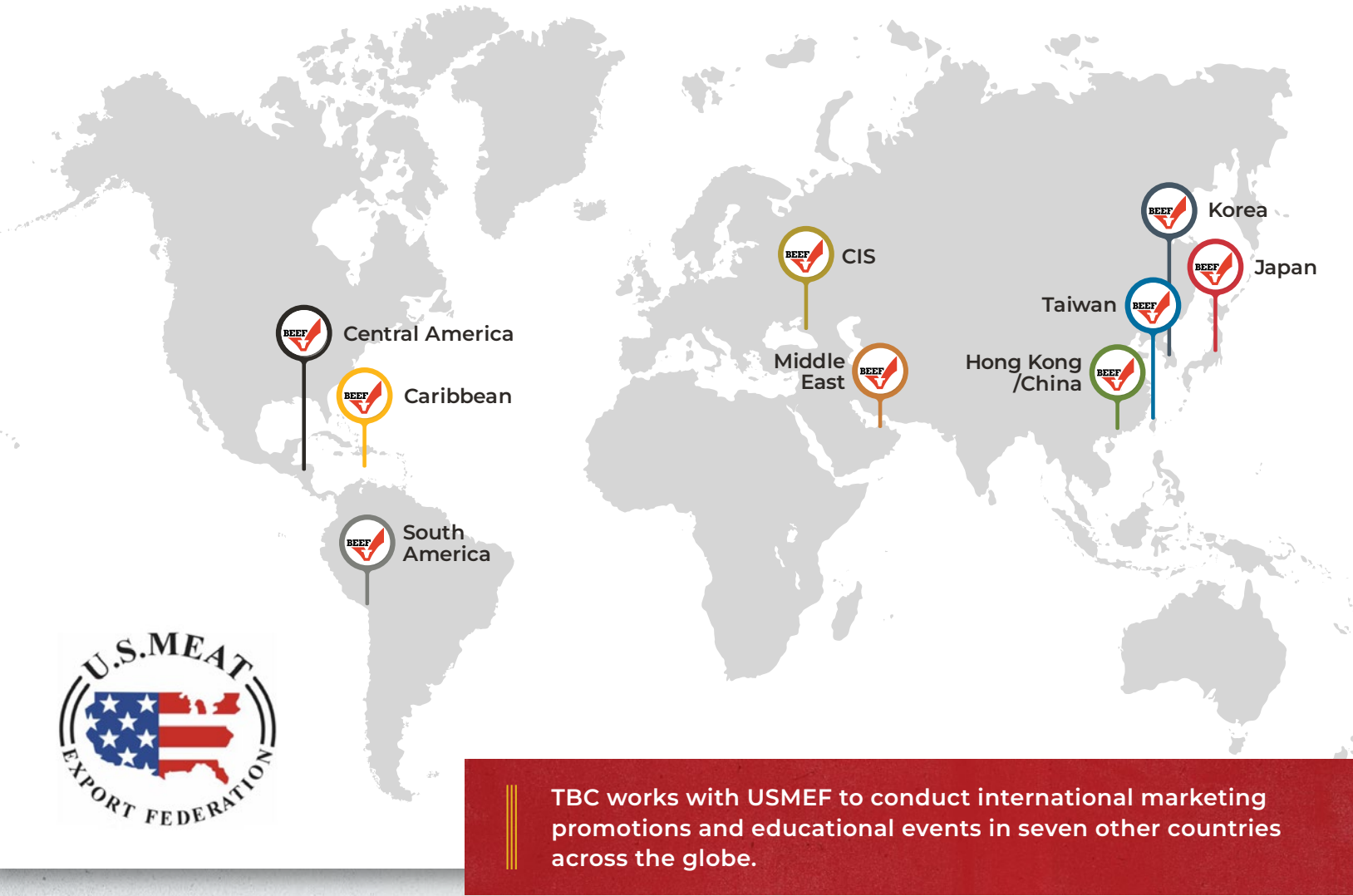
- Supported promotions of various beef cuts with local supermarkets in Hong Kong, selling over 4,500 pounds of beef.
- Launched an online training course focused on education of underutilized cut applications and marketing trends for over 600 importers and distributors.
- Positioned U.S. beef alongside other premium ingredients in a food-tasting seminar hosted by the Guangdong Catering Association and Geek Kitchen. Participants represented 38 five-star hotels, fine-dining restaurants, and clubs.

Foundational Beef Research

Supporting high-priority research in Texas and across the U.S. to showcase the beef industry's commitment to producing safe and wholesome beef.

- Explored the economic impact of beef trade, including the volume, value, and product mix of imports and exports.
  - » Beef exports and imports combine to provide opportunities to increase value to the U.S. industry by exporting products that have more value in foreign markets and importing products that can be sourced more economically in international markets.
  - » If both U.S. beef exports and imports declined by 10%, prices and quantities of feeder cattle and fed cattle would decline significantly. The cumulative net present value of impacts over 10 years would be an economic loss of \$12.9 billion to feeder cattle sellers and \$6.8 billion to fed cattle sellers.<sup>1</sup>
- Qualified TBC staff serve on the national product quality research committee. This committee reviews and prioritizes research proposals from across the U.S. to identify issues affecting tenderness, flavor, cooking, and packaging that impact eating experience. Select projects are then funded through national Beef Checkoff dollars.
- Participated in a state dashboard survey to understand consumer trends and preferences. The survey showed that overall, Texans agree beef is a great-tasting protein source to enjoy with their families. Animal welfare and beef affordability are the most important topics to address when it comes to beef and sustainability.

Source:  
1. Tonsor, G. & Peel, D. (2022). Assessing Economic Impact That Would Follow Loss of U.S. Beef Exports & Imports





# NATIONAL BEEF CHECKOFF UPDATES

## TONY ROMO SUMMER GRILLING CAMPAIGN:

During Summer 2022, the Beef Checkoff unveiled 4 successful consumer-facing advertising campaigns featuring **former Dallas Cowboys quarterback Tony Romo** and the *Beef. It's What's For Dinner.* slogan. Each campaign reached consumers across the country using a wide range of proven and efficient advertising platforms, including YouTube, Google search, Connected TV, Spotify, SiriusXM, Facebook/Instagram, and others. State beef councils also contributed funds, enabling additional media buys and further extension of this campaign.

**RESULTS:** The Tony Romo summer media campaign was the year's largest Beef Checkoff advertising effort, resulting in nearly...

**3.8M**

CONSUMER  
TOUCHPOINTS



INCLUDING



**92M** VIDEO  
AD VIEWS

**2.7M** SITE  
VISITS

TO  
**BEEF. IT'S WHAT'S  
FOR. DINNER.**

**55M** RADIO  
AD LISTENS

**Up Your  
Grilling  
Game!**

BEEF. IT'S WHAT'S FOR DINNER.



## THE WORLD REMAINS HUNGRY FOR U.S. BEEF

Despite lingering pandemic-related challenges that continue to impact global foodservice, cause general economic headwinds, and create persistent shipping and logistics obstacles, U.S. beef exports have been outstanding throughout 2022. Demand continues to be tremendous, and international buyers in all channels remain committed to the quality and consistency delivered by U.S.-produced beef.

**RESULTS:** U.S. beef exports soared to another new value record in August 2022, topping \$1 billion in value, reaching this milestone in 7 out of 8 months this year. August beef exports totaled 133,832 metric tons (mt), up 1% year-over-year and the second-largest volume on record, trailing only May 2022.

For the first 8 months of 2022, beef exports **increased 5%** from a year ago to **1.004 million mt**, valued at **\$8.23 billion**, a remarkable **24% above 2021's record pace.**

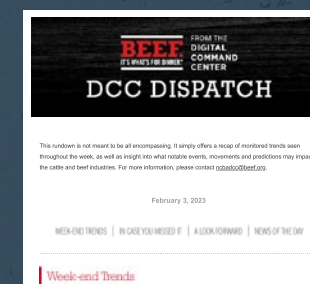


Texas producers and industry leaders celebrated the 45th anniversary of USMEF's Japan office.

## PROTECTING BEEF'S REPUTATION

The Digital Command Center is a 24/7 resource monitors news and online mentions of beef around the U.S., enabling awareness about beef-related issues in real-time online, on television, and on social media. Issues management blasts and updates help ensure that Beef Checkoff stakeholders are well equipped to handle issues and crises that threaten the reputation of the beef industry. This year, the Beef Checkoff hosted four issues management workshops for state beef councils and beef industry partners, training others on tips for how to handle hot topics as they arise.

**RESULTS:** These issues management workshops reached beef advocates and leaders who will be on the front lines if and when a beef reputation issue arises.





# FISCAL YEAR 2022 FINANCIALS

FISCAL YEAR ENDED SEPTEMBER 30, 2022

## CATTLEMEN'S BEEF BOARD (CBB) EXPENDITURES

### PROGRAM EXPENSES:

Promotion	\$11,894,520
Research	\$7,889,334
Consumer Information	\$8,075,733
Industry Information	\$3,225,694
Foreign Marketing	\$9,183,342
Checkoff Communications	\$192,655
Producer Communications	\$1,717,915
Program Evaluation	\$178,560
Program Development	\$449,455

**Total Program Expenses: \$42,807,208**

### SUPPORTING SERVICES:

USDA Oversight	\$477,930
Supporting Services & Litigation	\$133,800
Administration	\$1,653,536

**Total Expenses: \$45,072,474**

# TEXAS BEEF COUNCIL AND RELATED ENTITY COMBINED FINANCIAL REPORT

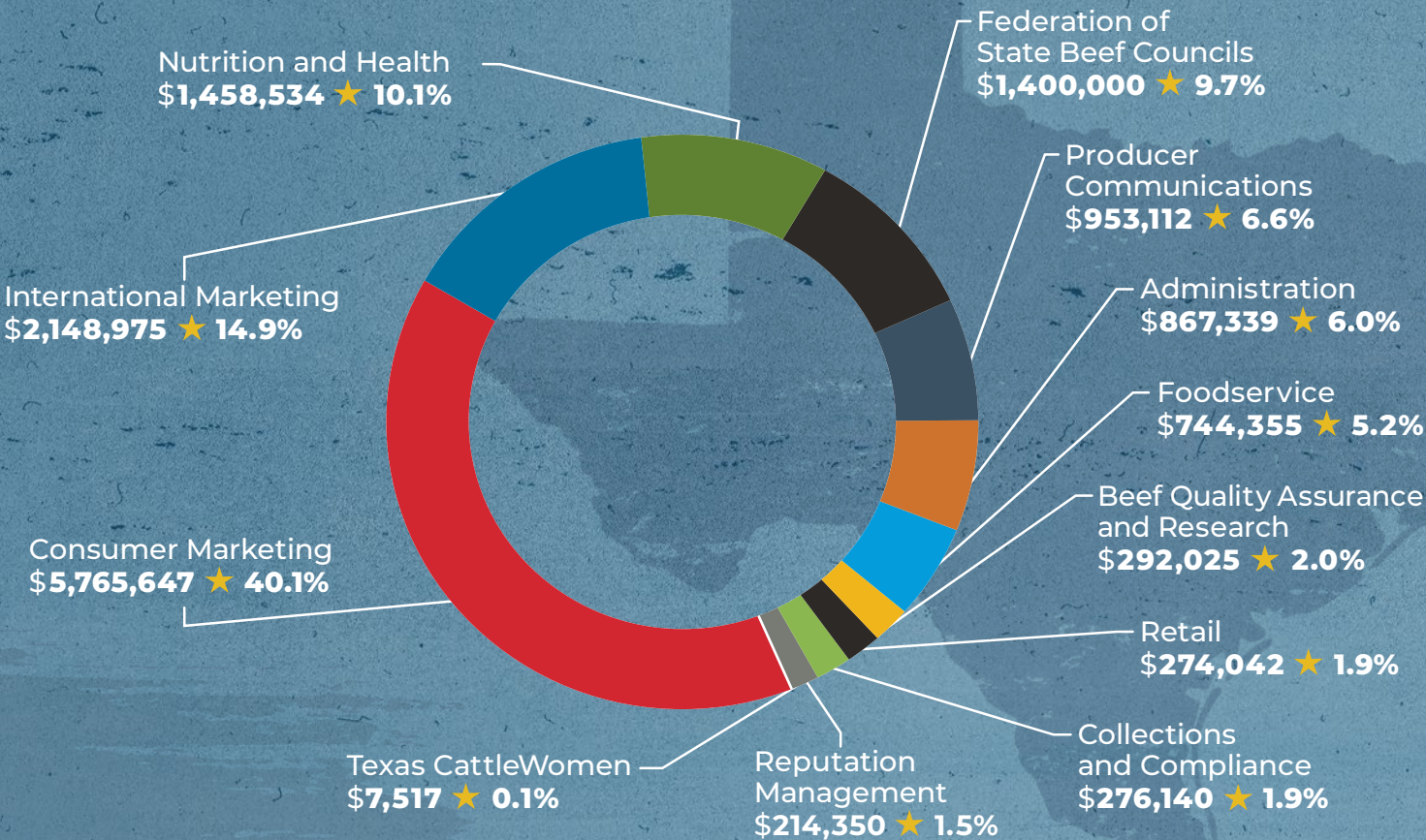
Of every national dollar collected in the state, by law, 50 cents is remitted to the Cattlemen's Beef Board to fund national and international Beef Checkoff programs. The chart below shows Texas Beef Council's investment of the remaining 50 cents (national program) and the entire \$1 Texas state Beef Checkoff.

The Texas Beef Checkoff is administered by the Beef Promotion Research Council of Texas which is considered a related entity to Texas Beef Council.

### REVENUES

Total State and U.S. Beef Checkoff Assessments	\$22,811,026
Less:	
Remittances of U.S. Beef Checkoff to the Beef Board	(\$5,567,595)
Remittances of U.S. Beef Checkoff to the State of Origin	(\$918,636)
Refunds of State Beef Checkoff	(\$571,905)
	\$15,752,890
Investment Income and Other	\$2,289
<b>Total Revenues</b>	<b>\$15,755,179</b>
<b>Expenses</b>	<b>\$14,402,036</b>

### EXPENSES





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For a copy of the audited financial statements, please contact the Texas Beef Council at **info@txbeef.org** or call **(512) 335-2333**.

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

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

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